

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 1

**Q1. How likely or unlikely do you think it is that the levy on sugary drinks will ...****- Summary****Base: All answering**

|                                |     | Q1. Summary                                                    |                                        |                                                                                          |                                                                    |
|--------------------------------|-----|----------------------------------------------------------------|----------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
|                                |     | ... reduce<br>consumption of<br>sugary drinks<br>significantly | ... reduce<br>obesity<br>significantly | ... be extended<br>to other<br>products<br>containing<br>sugar in the<br>next 5-10 years | ... be<br>increased<br>significantly<br>in the next 5-<br>10 years |
| Unweighted Base                |     | 116                                                            | 116                                    | 116                                                                                      | 116                                                                |
| Weighted Base                  |     | 116                                                            | 116                                    | 116                                                                                      | 116                                                                |
| Base (answering for %)         |     | 115                                                            | 115                                    | 115                                                                                      | 115                                                                |
| NET: Likely                    |     | 54<br>47%                                                      | 38<br>33%                              | 101<br>88%                                                                               | 85<br>74%                                                          |
| Very likely                    | (5) | 17<br>15%                                                      | 6<br>5%                                | 24<br>21%                                                                                | 29<br>26%                                                          |
| Fairly likely                  | (4) | 37<br>33%                                                      | 33<br>28%                              | 77<br>67%                                                                                | 55<br>48%                                                          |
| Neither unlikely<br>nor likely | (3) | 14<br>12%                                                      | 25<br>22%                              | 7<br>6%                                                                                  | 18<br>16%                                                          |
| Fairly unlikely                | (2) | 36<br>32%                                                      | 36<br>31%                              | 3<br>2%                                                                                  | 5<br>4%                                                            |
| Very unlikely                  | (1) | 8<br>7%                                                        | 14<br>12%                              | -<br>-                                                                                   | -<br>-                                                             |
| NET: Unlikely                  |     | 45<br>39%                                                      | 50<br>43%                              | 3<br>2%                                                                                  | 5<br>4%                                                            |
| Don't know                     |     | 2<br>2%                                                        | 1<br>1%                                | 4<br>3%                                                                                  | 7<br>6%                                                            |
| Skipped                        |     | 1                                                              | 1                                      | 1                                                                                        | 1                                                                  |
| Mean                           |     | 3.16                                                           | 2.82                                   | 4.10                                                                                     | 4.02                                                               |
| Standard deviation             |     | 1.24                                                           | 1.13                                   | 0.61                                                                                     | 0.79                                                               |
| Standard error                 |     | 0.12                                                           | 0.11                                   | 0.06                                                                                     | 0.08                                                               |
| SUM: Likely - Unlikely         |     | 9<br>8%                                                        | -11<br>-10%                            | 98<br>86%                                                                                | 80<br>70%                                                          |

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Table 2

**Q1. How likely or unlikely do you think it is that the levy on sugary drinks will ...****- ... reduce consumption of sugary drinks significantly****Base: All answering**

|                                | Party            |                   |           |           |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |          |
|--------------------------------|------------------|-------------------|-----------|-----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|----------|
|                                | Total            | Conser-<br>vative | Labour    | SNP       | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+    |
| Unweighted Base                | 116              | 47                | 57        | 6         | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19       |
| Weighted Base                  | 116              | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Base (answering for %)         | 115              | 56                | 47        | 6         | 6        | 31        | 30        | 54        | 89           | 10            | 12       | 4                    | 15            | 12            | 31                                      | 32        | 25                 | 23            | 31            | 18            | 18       |
| NET: Likely                    | 54<br>47%        | 15<br>26%         | 31<br>65% | 6<br>100% | 3<br>50% | 15<br>49% | 13<br>42% | 27<br>49% | 41<br>46%    | 8<br>83%      | 4<br>37% | 1<br>25%             | 6<br>42%      | 6<br>50%      | 10<br>32%                               | 19<br>59% | 10<br>39%          | 10<br>42%     | 13<br>43%     | 12<br>69%     | 9<br>51% |
| Very likely                    | (5)<br>17<br>15% | 4<br>7%           | 9<br>19%  | 3<br>50%  | 1<br>17% | 4<br>13%  | 4<br>12%  | 9<br>17%  | 11<br>12%    | 3<br>31%      | 2<br>14% | 1<br>25%             | 1<br>6%       | 1<br>10%      | 3<br>10%                                | 6<br>18%  | 4<br>15%           | 1<br>5%       | 5<br>15%      | 5<br>26%      | 2<br>14% |
| Fairly likely                  | (4)<br>37<br>33% | 11<br>20%         | 21<br>46% | 3<br>50%  | 2<br>33% | 11<br>36% | 9<br>30%  | 17<br>32% | 30<br>33%    | 5<br>52%      | 3<br>23% | -<br>-               | 5<br>36%      | 5<br>40%      | 7<br>22%                                | 13<br>40% | 6<br>24%           | 8<br>36%      | 9<br>28%      | 8<br>43%      | 7<br>37% |
| Neither unlikely<br>nor likely | (3)<br>14<br>12% | 6<br>11%          | 7<br>14%  | -<br>-    | 1<br>17% | 4<br>12%  | 2<br>5%   | 8<br>15%  | 8<br>9%      | 1<br>9%       | 4<br>32% | 1<br>25%             | 1<br>6%       | -<br>-        | 5<br>17%                                | 2<br>6%   | 2<br>8%            | 5<br>20%      | 3<br>9%       | 2<br>14%      | 2<br>9%  |
| Fairly unlikely                | (2)<br>36<br>32% | 28<br>50%         | 7<br>14%  | -<br>-    | 2<br>33% | 9<br>29%  | 11<br>38% | 16<br>30% | 30<br>34%    | 1<br>9%       | 4<br>31% | 2<br>50%             | 8<br>53%      | 4<br>30%      | 11<br>37%                               | 7<br>23%  | 12<br>49%          | 8<br>33%      | 9<br>30%      | 1<br>6%       | 7<br>36% |
| Very unlikely                  | (1)<br>8<br>7%   | 5<br>9%           | 3<br>7%   | -<br>-    | -<br>-   | 3<br>11%  | 3<br>11%  | 2<br>3%   | 8<br>9%      | -<br>-        | -<br>-   | -<br>-               | -<br>-        | 1<br>10%      | 3<br>10%                                | 4<br>12%  | 1<br>3%            | -<br>-        | 4<br>14%      | 2<br>11%      | 1<br>5%  |
| NET: Unlikely                  | 45<br>39%        | 33<br>59%         | 10<br>21% | -<br>-    | 2<br>33% | 12<br>39% | 15<br>49% | 18<br>33% | 38<br>43%    | 1<br>9%       | 4<br>31% | 2<br>50%             | 8<br>53%      | 5<br>40%      | 15<br>47%                               | 11<br>35% | 13<br>53%          | 8<br>33%      | 14<br>44%     | 3<br>17%      | 7<br>40% |
| Don't know                     | 2<br>2%          | 2<br>4%           | -<br>-    | -<br>-    | -<br>-   | 1<br>4%   | 1<br>2%   | 2<br>3%   | -<br>-       | -<br>-        | -<br>-   | -<br>-               | -<br>-        | 1<br>10%      | 1<br>4%                                 | -<br>-    | -<br>-             | 1<br>5%       | 1<br>4%       | -<br>-        | -<br>-   |
| Skipped                        | 1                | 1                 | -         | -         | -        | -         | -         | 1         | 1            | -             | -        | -                    | -             | -             | 1                                       | -         | 1                  | -             | -             | -             | -        |
| Mean                           | 3.16             | 2.64              | 3.56      | 4.50      | 3.33     | 3.12      | 2.95      | 3.30      | 3.06         | 4.05          | 3.20     | 3.00                 | 2.95          | 3.12          | 2.85                                    | 3.30      | 2.98               | 3.15          | 2.99          | 3.67          | 3.19     |
| Standard deviation             | 1.24             | 1.12              | 1.17      | 0.55      | 1.21     | 1.27      | 1.31      | 1.18      | 1.26         | 0.90          | 1.08     | 1.41                 | 1.09          | 1.35          | 1.23                                    | 1.34      | 1.24               | 0.99          | 1.37          | 1.28          | 1.22     |
| Standard error                 | 0.12             | 0.17              | 0.15      | 0.22      | 0.49     | 0.23      | 0.25      | 0.16      | 0.13         | 0.29          | 0.31     | 0.71                 | 0.29          | 0.43          | 0.23                                    | 0.23      | 0.25               | 0.21          | 0.25          | 0.30          | 0.28     |
| SUM: Likely - Unlikely         | 9<br>8%          | -18<br>-33%       | 21<br>44% | 6<br>100% | 1<br>17% | 3<br>10%  | -2<br>-7% | 8<br>16%  | 3<br>3%      | 7<br>74%      | 1<br>6%  | -1<br>-25%           | -2<br>-11%    | 1<br>10%      | -5<br>-15%                              | 8<br>24%  | -3<br>-14%         | 2<br>9%       | -1<br>-2%     | 9<br>52%      | 2<br>10% |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 3

**Q1. How likely or unlikely do you think it is that the levy on sugary drinks will ...**

**- ... reduce obesity significantly**

**Base: All answering**

|                                | Party       |                   |           |          |            | Age       |            |            | Country      |               |            | Region               |               |               |                                         |           | First Year Elected |               |               |               |          |
|--------------------------------|-------------|-------------------|-----------|----------|------------|-----------|------------|------------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|----------|
|                                | Total       | Conser-<br>vative | Labour    | SNP      | Other      | 18-44     | 45-54      | 55+        | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+    |
| Unweighted Base                | 116         | 47                | 57        | 6        | 6          | 31        | 29         | 56         | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19       |
| Weighted Base                  | 116         | 57                | 47        | 6        | 6          | 31        | 30         | 55         | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Base (answering for %)         | 115         | 56                | 47        | 6        | 6          | 31        | 30         | 54         | 89           | 10            | 12         | 4                    | 15            | 12            | 31                                      | 32        | 25                 | 23            | 31            | 18            | 18       |
| NET: Likely                    | 38<br>33%   | 16<br>28%         | 16<br>33% | 5<br>83% | 2<br>33%   | 10<br>34% | 11<br>36%  | 17<br>32%  | 27<br>30%    | 6<br>64%      | 5<br>40%   | 1<br>25%             | 4<br>28%      | 2<br>17%      | 8<br>26%                                | 12<br>39% | 5<br>22%           | 8<br>34%      | 8<br>26%      | 9<br>50%      | 8<br>46% |
| Very likely                    | (5)<br>5%   | 6<br>4%           | 3<br>7%   | -<br>-   | -<br>-     | 1<br>3%   | 1<br>3%    | 4<br>8%    | 4<br>4%      | 1<br>13%      | 1<br>7%    | -<br>-               | 1<br>6%       | -<br>-        | 1<br>4%                                 | 2<br>5%   | 2<br>8%            | -<br>-        | 1<br>3%       | -<br>-        | 3<br>16% |
| Fairly likely                  | (4)<br>28%  | 13<br>24%         | 12<br>26% | 5<br>83% | 2<br>33%   | 10<br>31% | 10<br>34%  | 13<br>24%  | 23<br>26%    | 5<br>52%      | 4<br>33%   | 1<br>25%             | 3<br>22%      | 2<br>17%      | 7<br>22%                                | 11<br>34% | 3<br>13%           | 8<br>34%      | 7<br>23%      | 9<br>50%      | 6<br>30% |
| Neither unlikely<br>nor likely | (3)<br>22%  | 8<br>15%          | 15<br>32% | 1<br>17% | 1<br>17%   | 7<br>24%  | 3<br>11%   | 15<br>27%  | 21<br>23%    | 3<br>27%      | 1<br>7%    | 1<br>25%             | 4<br>28%      | 4<br>33%      | 6<br>18%                                | 7<br>22%  | 3<br>12%           | 7<br>29%      | 8<br>25%      | 6<br>33%      | 2<br>11% |
| Fairly unlikely                | (2)<br>31%  | 22<br>39%         | 11<br>23% | -<br>-   | 3<br>50%   | 11<br>35% | 6<br>19%   | 19<br>35%  | 29<br>32%    | 1<br>9%       | 4<br>35%   | 2<br>50%             | 4<br>25%      | 5<br>40%      | 13<br>42%                               | 7<br>22%  | 12<br>48%          | 6<br>26%      | 10<br>31%     | 3<br>17%      | 5<br>27% |
| Very unlikely                  | (1)<br>12%  | 8<br>15%          | 6<br>12%  | -<br>-   | -<br>-     | 2<br>7%   | 9<br>30%   | 3<br>6%    | 12<br>14%    | -<br>-        | 2<br>18%   | -<br>-               | 3<br>20%      | -<br>-        | 4<br>13%                                | 5<br>17%  | 5<br>18%           | 2<br>11%      | 4<br>14%      | -<br>-        | 3<br>16% |
| NET: Unlikely                  | 50<br>43%   | 30<br>54%         | 16<br>35% | -<br>-   | 3<br>50%   | 13<br>42% | 15<br>49%  | 22<br>41%  | 41<br>46%    | 1<br>9%       | 6<br>53%   | 2<br>50%             | 7<br>44%      | 5<br>40%      | 17<br>56%                               | 12<br>39% | 16<br>67%          | 8<br>36%      | 14<br>46%     | 3<br>17%      | 8<br>43% |
| Don't know                     | 1<br>1%     | 1<br>2%           | -<br>-    | -<br>-   | -<br>-     | 1<br>4%   | -<br>-     | 1<br>1%    | -<br>1%      | -<br>-        | -<br>-     | -<br>-               | -<br>-        | 1<br>10%      | -<br>-                                  | -<br>-    | -<br>-             | -<br>-        | 1<br>4%       | -<br>-        | -<br>-   |
| Skipped                        | 1           | 1                 | -         | -        | -          | -         | -          | 1          | 1            | -             | -          | -                    | -             | -             | 1                                       | -         | 1                  | -             | -             | -             | -        |
| Mean                           | 2.82        | 2.62              | 2.93      | 3.83     | 2.83       | 2.88      | 2.59       | 2.92       | 2.74         | 3.68          | 2.77       | 2.75                 | 2.70          | 2.74          | 2.61                                    | 2.89      | 2.45               | 2.88          | 2.67          | 3.33          | 3.03     |
| Standard deviation             | 1.13        | 1.15              | 1.13      | 0.41     | 0.98       | 1.03      | 1.34       | 1.07       | 1.12         | 0.84          | 1.33       | 0.96                 | 1.22          | 0.79          | 1.10                                    | 1.21      | 1.20               | 1.03          | 1.10          | 0.77          | 1.39     |
| Standard error                 | 0.11        | 0.17              | 0.15      | 0.17     | 0.40       | 0.19      | 0.25       | 0.14       | 0.12         | 0.27          | 0.38       | 0.48                 | 0.33          | 0.25          | 0.20                                    | 0.21      | 0.24               | 0.21          | 0.20          | 0.18          | 0.32     |
| SUM: Likely - Unlikely         | -11<br>-10% | -15<br>-26%       | -1<br>-2% | 5<br>83% | -1<br>-17% | -2<br>-8% | -4<br>-12% | -5<br>-10% | -14<br>-16%  | 5<br>56%      | -1<br>-12% | -1<br>-25%           | -2<br>-17%    | -3<br>-23%    | -9<br>-29%                              | *         | -11<br>-45%        | *             | -6<br>-20%    | 6<br>33%      | 1<br>3%  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 4

**Q1. How likely or unlikely do you think it is that the levy on sugary drinks will ...  
- ... be extended to other products containing sugar in the next 5-10 years**

**Base: All answering**

|                                | Party            |                   |           |           |          | Age       |           |           | Country      |               |            |                      | Region        |               |                                         |           |                | First Year Elected |               |               |           |  |
|--------------------------------|------------------|-------------------|-----------|-----------|----------|-----------|-----------|-----------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|-----------|----------------|--------------------|---------------|---------------|-----------|--|
|                                | Total            | Conser-<br>vative | Labour    | SNP       | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001 | 2001-<br>2009      | 2010-<br>2014 | 2015-<br>2016 | 2017+     |  |
| Unweighted Base                | 116              | 47                | 57        | 6         | 6        | 31        | 29        | 56        | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35        | 26             | 23                 | 30            | 18            | 19        |  |
| Weighted Base                  | 116              | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32        | 26             | 23                 | 31            | 18            | 18        |  |
| Base (answering for %)         | 115              | 56                | 47        | 6         | 6        | 31        | 30        | 54        | 89           | 10            | 12         | 4                    | 15            | 12            | 31                                      | 32        | 25             | 23                 | 31            | 18            | 18        |  |
| NET: Likely                    | 101<br>88%       | 47<br>85%         | 43<br>91% | 6<br>100% | 5<br>83% | 29<br>94% | 26<br>86% | 46<br>86% | 77<br>86%    | 10<br>100%    | 12<br>100% | 3<br>75%             | 13<br>89%     | 10<br>80%     | 24<br>78%                               | 30<br>95% | 20<br>80%      | 19<br>84%          | 29<br>93%     | 16<br>88%     | 17<br>95% |  |
| Very likely                    | (5)<br>24<br>21% | 16<br>28%         | 8<br>18%  | -<br>-    | -<br>-   | 8<br>27%  | 8<br>26%  | 8<br>15%  | 20<br>23%    | -<br>-        | 4<br>32%   | -<br>-               | 3<br>20%      | 4<br>30%      | 6<br>20%                                | 8<br>25%  | 7<br>28%       | 4<br>16%           | 8<br>25%      | 2<br>11%      | 4<br>20%  |  |
| Fairly likely                  | (4)<br>77<br>67% | 32<br>57%         | 35<br>74% | 6<br>100% | 5<br>83% | 21<br>67% | 18<br>61% | 38<br>71% | 57<br>63%    | 10<br>100%    | 8<br>68%   | 3<br>75%             | 10<br>69%     | 6<br>50%      | 18<br>58%                               | 22<br>70% | 13<br>52%      | 16<br>68%          | 21<br>69%     | 14<br>76%     | 14<br>75% |  |
| Neither unlikely<br>nor likely | (3)<br>7<br>6%   | 4<br>7%           | 2<br>5%   | -<br>-    | 1<br>17% | 1<br>3%   | 2<br>5%   | 4<br>8%   | 6<br>7%      | -<br>-        | -<br>-     | 1<br>25%             | 2<br>11%      | 1<br>10%      | 3<br>10%                                | -<br>-    | 1<br>5%        | 3<br>12%           | -<br>-        | 2<br>12%      | 1<br>5%   |  |
| Fairly unlikely                | (2)<br>3<br>2%   | 1<br>2%           | 2<br>4%   | -<br>-    | -<br>-   | 1<br>3%   | -<br>-    | 2<br>4%   | 3<br>3%      | -<br>-        | -<br>-     | -<br>-               | -<br>-        | -<br>-        | 1<br>4%                                 | 2<br>5%   | 1<br>5%        | 1<br>4%            | 1<br>3%       | -<br>-        | -<br>-    |  |
| Very unlikely                  | (1)<br>-<br>-    | -<br>-            | -<br>-    | -<br>-    | -<br>-   | -<br>-    | -<br>-    | -<br>-    | -<br>-       | -<br>-        | -<br>-     | -<br>-               | -<br>-        | -<br>-        | -<br>-                                  | -<br>-    | -<br>-         | -<br>-             | -<br>-        | -<br>-        | -<br>-    |  |
| NET: Unlikely                  | 3<br>2%          | 1<br>2%           | 2<br>4%   | -<br>-    | -<br>-   | 1<br>3%   | -<br>-    | 2<br>4%   | 3<br>3%      | -<br>-        | -<br>-     | -<br>-               | -<br>-        | -<br>-        | 1<br>4%                                 | 2<br>5%   | 1<br>5%        | 1<br>4%            | 1<br>3%       | -<br>-        | -<br>-    |  |
| Don't know                     | 4<br>3%          | 4<br>7%           | -<br>-    | -<br>-    | -<br>-   | -<br>-    | 2<br>8%   | 1<br>2%   | 4<br>4%      | -<br>-        | -<br>-     | -<br>-               | -<br>-        | 1<br>10%      | 2<br>8%                                 | -<br>-    | 2<br>10%       | -<br>-             | 1<br>4%       | -<br>-        | -<br>-    |  |
| Skipped                        | 1                | 1                 | -         | -         | -        | -         | -         | 1         | 1            | -             | -          | -                    | -             | -             | 1                                       | -         | 1              | -                  | -             | -             | -         |  |
| Mean                           | 4.10             | 4.19              | 4.05      | 4.00      | 3.83     | 4.18      | 4.22      | 3.99      | 4.10         | 4.00          | 4.32       | 3.75                 | 4.08          | 4.22          | 4.01                                    | 4.14      | 4.15           | 3.96               | 4.20          | 3.99          | 4.16      |  |
| Standard deviation             | 0.61             | 0.66              | 0.61      | 0.00      | 0.41     | 0.62      | 0.55      | 0.63      | 0.66         | 0.00          | 0.49       | 0.50                 | 0.57          | 0.66          | 0.72                                    | 0.67      | 0.77           | 0.67               | 0.58          | 0.50          | 0.49      |  |
| Standard error                 | 0.06             | 0.10              | 0.08      | 0.00      | 0.17     | 0.11      | 0.11      | 0.09      | 0.07         | 0.00          | 0.14       | 0.25                 | 0.15          | 0.21          | 0.14                                    | 0.11      | 0.16           | 0.14               | 0.11          | 0.12          | 0.11      |  |
| SUM: Likely - Unlikely         | 98<br>86%        | 46<br>83%         | 41<br>88% | 6<br>100% | 5<br>83% | 28<br>91% | 26<br>86% | 44<br>82% | 74<br>83%    | 10<br>100%    | 12<br>100% | 3<br>75%             | 13<br>89%     | 10<br>80%     | 23<br>74%                               | 28<br>90% | 19<br>75%      | 18<br>80%          | 28<br>91%     | 16<br>88%     | 17<br>95% |  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 5

**Q1. How likely or unlikely do you think it is that the levy on sugary drinks will ...  
- ... be increased significantly in the next 5-10 years**

**Base: All answering**

|                                | Party            |                   |           |          |           | Age       |           |           | Country      |               |           |                      | Region        |               |                                  |                | First Year Elected |               |               |           |           |
|--------------------------------|------------------|-------------------|-----------|----------|-----------|-----------|-----------|-----------|--------------|---------------|-----------|----------------------|---------------|---------------|----------------------------------|----------------|--------------------|---------------|---------------|-----------|-----------|
|                                |                  |                   |           |          |           |           |           |           |              |               |           |                      |               |               | Grt London<br>, SE &<br>East-ern |                |                    |               |               |           |           |
|                                | Total            | Conser-<br>vative | Labour    | SNP      | Other     | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales     | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | North                            | Before<br>2001 | 2001-<br>2009      | 2010-<br>2014 | 2015-<br>2016 | 2017+     |           |
| Unweighted Base                | 116              | 47                | 57        | 6        | 6         | 31        | 29        | 56        | 90           | 10            | 12        | 4                    | 14            | 11            | 30                               | 35             | 26                 | 23            | 30            | 18        | 19        |
| Weighted Base                  | 116              | 57                | 47        | 6        | 6         | 31        | 30        | 55        | 91           | 10            | 12        | 4                    | 15            | 12            | 32                               | 32             | 26                 | 23            | 31            | 18        | 18        |
| Base (answering for %)         | 115              | 56                | 47        | 6        | 6         | 31        | 30        | 54        | 89           | 10            | 12        | 4                    | 15            | 12            | 31                               | 32             | 25                 | 23            | 31            | 18        | 18        |
| NET: Likely                    | 85<br>74%        | 44<br>78%         | 32<br>68% | 3<br>50% | 6<br>100% | 24<br>77% | 21<br>69% | 41<br>75% | 65<br>72%    | 6<br>61%      | 10<br>90% | 4<br>100%            | 12<br>83%     | 9<br>73%      | 20<br>65%                        | 23<br>74%      | 17<br>70%          | 17<br>73%     | 25<br>82%     | 12<br>68% | 13<br>72% |
| Very likely                    | (5)<br>29<br>26% | 16<br>28%         | 11<br>23% | 1<br>17% | 2<br>33%  | 8<br>25%  | 10<br>33% | 12<br>22% | 23<br>26%    | 1<br>10%      | 5<br>39%  | 1<br>25%             | 2<br>14%      | 2<br>20%      | 8<br>25%                         | 11<br>34%      | 10<br>39%          | 6<br>25%      | 7<br>24%      | 3<br>17%  | 4<br>20%  |
| Fairly likely                  | (4)<br>55<br>48% | 28<br>50%         | 21<br>46% | 2<br>33% | 4<br>67%  | 16<br>52% | 11<br>36% | 29<br>53% | 42<br>46%    | 5<br>50%      | 6<br>51%  | 3<br>75%             | 10<br>69%     | 7<br>53%      | 12<br>39%                        | 13<br>40%      | 8<br>31%           | 11<br>48%     | 18<br>58%     | 9<br>51%  | 9<br>52%  |
| Neither unlikely<br>nor likely | (3)<br>18<br>16% | 6<br>11%          | 9<br>19%  | 3<br>50% | -<br>-    | 4<br>15%  | 5<br>16%  | 9<br>16%  | 14<br>16%    | 4<br>39%      | -<br>-    | -<br>-               | 2<br>11%      | 1<br>10%      | 7<br>24%                         | 4<br>13%       | 3<br>12%           | 4<br>18%      | 4<br>12%      | 3<br>18%  | 4<br>24%  |
| Fairly unlikely                | (2)<br>5<br>4%   | 1<br>2%           | 3<br>7%   | -<br>-   | -<br>-    | 2<br>5%   | -<br>-    | 3<br>5%   | 5<br>5%      | -<br>-        | -<br>-    | -<br>-               | 1<br>6%       | 1<br>7%       | 1<br>4%                          | 2<br>5%        | 2<br>8%            | 1<br>4%       | 1<br>3%       | -<br>-    | 1<br>5%   |
| Very unlikely                  | (1)<br>-<br>-    | -<br>-            | -<br>-    | -<br>-   | -<br>-    | -<br>-    | -<br>-    | -<br>-    | -<br>-       | -<br>-        | -<br>-    | -<br>-               | -<br>-        | -<br>-        | -<br>-                           | -<br>-         | -<br>-             | -<br>-        | -<br>-        | -<br>-    | -<br>-    |
| NET: Unlikely                  | 5<br>4%          | 1<br>2%           | 3<br>7%   | -<br>-   | -<br>-    | 2<br>5%   | -<br>-    | 3<br>5%   | 5<br>5%      | -<br>-        | -<br>-    | -<br>-               | 1<br>6%       | 1<br>7%       | 1<br>4%                          | 2<br>5%        | 2<br>8%            | 1<br>4%       | 1<br>3%       | -<br>-    | 1<br>5%   |
| Don't know                     | 7<br>6%          | 5<br>9%           | 2<br>5%   | -<br>-   | -<br>-    | 1<br>3%   | 4<br>15%  | 2<br>4%   | 6<br>7%      | -<br>-        | 1<br>10%  | -<br>-               | -<br>-        | 1<br>10%      | 2<br>8%                          | 2<br>8%        | 2<br>10%           | 1<br>5%       | 1<br>4%       | 2<br>14%  | -<br>-    |
| Skipped                        | 1                | 1                 | -         | -        | -         | -         | -         | 1         | 1            | -             | -         | -                    | -             | -             | 1                                | -              | 1                  | -             | -             | -         | -         |
| Mean                           | 4.02             | 4.14              | 3.89      | 3.67     | 4.33      | 4.00      | 4.20      | 3.95      | 4.00         | 3.71          | 4.43      | 4.25                 | 3.91          | 3.96          | 3.94                             | 4.11           | 4.12               | 4.01          | 4.07          | 3.99      | 3.88      |
| Standard deviation             | 0.79             | 0.72              | 0.86      | 0.82     | 0.52      | 0.81      | 0.75      | 0.79      | 0.82         | 0.68          | 0.52      | 0.50                 | 0.71          | 0.83          | 0.85                             | 0.86           | 0.98               | 0.80          | 0.70          | 0.66      | 0.80      |
| Standard error                 | 0.08             | 0.11              | 0.12      | 0.33     | 0.21      | 0.15      | 0.15      | 0.11      | 0.09         | 0.21          | 0.16      | 0.25                 | 0.19          | 0.26          | 0.16                             | 0.15           | 0.20               | 0.17          | 0.13          | 0.17      | 0.18      |
| SUM: Likely - Unlikely         | 80<br>70%        | 42<br>76%         | 29<br>61% | 3<br>50% | 6<br>100% | 22<br>72% | 21<br>69% | 38<br>69% | 60<br>67%    | 6<br>61%      | 10<br>90% | 4<br>100%            | 11<br>77%     | 8<br>67%      | 19<br>61%                        | 22<br>69%      | 15<br>62%          | 16<br>70%     | 25<br>79%     | 12<br>68% | 12<br>67% |

# Populus MP Panel: May/ June 2018

Page 6

Absolutes/col percents

Table 6

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- Summary**

**Base: All answering**

|                        |      | Q2. Summary                                        |                                       |                         |                           |                                       |
|------------------------|------|----------------------------------------------------|---------------------------------------|-------------------------|---------------------------|---------------------------------------|
|                        |      | ... the British<br>Medical<br>Association<br>(BMA) | ... the food<br>and drink<br>industry | ... the health<br>lobby | ... media<br>commentators | ... people in<br>your<br>constituency |
| Unweighted Base        |      | 116                                                | 116                                   | 116                     | 116                       | 116                                   |
| Weighted Base          |      | 116                                                | 116                                   | 116                     | 116                       | 116                                   |
| Base (answering for %) |      | 116                                                | 116                                   | 115                     | 115                       | 115                                   |
| NET: 6-10              |      | 73<br>63%                                          | 22<br>19%                             | 67<br>58%               | 17<br>15%                 | 68<br>60%                             |
| NET: 0-4               |      | 25<br>21%                                          | 65<br>56%                             | 24<br>21%               | 70<br>61%                 | 23<br>20%                             |
| SUM: 6-10 - 0-4        |      | 48<br>42%                                          | -43<br>-37%                           | 43<br>37%               | -53<br>-46%               | 46<br>40%                             |
| A great deal           | (10) | 12<br>10%                                          | -<br>-                                | 5<br>4%                 | -<br>-                    | 5<br>4%                               |
|                        | (9)  | 12<br>10%                                          | 2<br>2%                               | 6<br>5%                 | -<br>-                    | 5<br>4%                               |
|                        | (8)  | 26<br>22%                                          | 1<br>1%                               | 12<br>10%               | 2<br>2%                   | 20<br>17%                             |
|                        | (7)  | 9<br>8%                                            | 10<br>8%                              | 21<br>18%               | 6<br>5%                   | 20<br>18%                             |
|                        | (6)  | 15<br>13%                                          | 9<br>8%                               | 22<br>19%               | 9<br>8%                   | 18<br>16%                             |
|                        | (5)  | 18<br>16%                                          | 29<br>25%                             | 25<br>22%               | 28<br>24%                 | 24<br>20%                             |
|                        | (4)  | 3<br>3%                                            | 16<br>14%                             | 6<br>5%                 | 18<br>15%                 | 9<br>8%                               |
|                        | (3)  | 6<br>5%                                            | 19<br>16%                             | 6<br>5%                 | 18<br>15%                 | 7<br>6%                               |
|                        | (2)  | 8<br>7%                                            | 13<br>11%                             | 2<br>2%                 | 9<br>8%                   | 4<br>4%                               |
|                        | (1)  | 1<br>1%                                            | 6<br>5%                               | 2<br>2%                 | 9<br>8%                   | -<br>-                                |
|                        | (0)  | 6<br>5%                                            | 11<br>10%                             | 7<br>6%                 | 17<br>15%                 | 2<br>2%                               |
| None                   |      |                                                    |                                       |                         |                           |                                       |
| Skipped                |      | -                                                  | -                                     | 1                       | 1                         | 1                                     |
| Mean                   |      | 6.22                                               | 3.86                                  | 5.69                    | 3.49                      | 5.99                                  |
| Standard deviation     |      | 2.74                                               | 2.14                                  | 2.38                    | 2.15                      | 2.10                                  |
| Standard error         |      | 0.25                                               | 0.20                                  | 0.22                    | 0.20                      | 0.20                                  |

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## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 7

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- ... the British Medical Association (BMA)**

**Base: All answering**

|                        | Party       |                   |           |           |          | Age       |           |           | Country      |               |          |                      | Region        |               |                                         |           | First Year Elected |               |               |               |           |
|------------------------|-------------|-------------------|-----------|-----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                        | Total       | Conser-<br>vative | Labour    | SNP       | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East-<br>ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base        | 116         | 47                | 57        | 6         | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base          | 116         | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %) | 116         | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| NET: 6-10              | 73<br>63%   | 18<br>32%         | 44<br>93% | 6<br>100% | 5<br>83% | 20<br>64% | 15<br>50% | 38<br>69% | 52<br>58%    | 10<br>100%    | 8<br>69% | 3<br>75%             | 8<br>56%      | 4<br>30%      | 16<br>49%                               | 25<br>78% | 13<br>51%          | 16<br>71%     | 17<br>53%     | 14<br>80%     | 12<br>69% |
| NET: 0-4               | 25<br>21%   | 23<br>40%         | 2<br>4%   | -<br>-    | -<br>-   | 6<br>20%  | 12<br>39% | 7<br>12%  | 21<br>23%    | -<br>-        | 4<br>31% | -<br>-               | 2<br>17%      | 4<br>30%      | 8<br>25%                                | 7<br>22%  | 7<br>27%           | 4<br>16%      | 11<br>35%     | 1<br>7%       | 2<br>11%  |
| SUM: 6-10 - 0-4        | 48<br>42%   | -5<br>-9%         | 42<br>89% | 6<br>100% | 5<br>83% | 14<br>44% | 3<br>11%  | 31<br>56% | 31<br>34%    | 10<br>100%    | 4<br>37% | 3<br>75%             | 6<br>39%      | *<br>*        | 8<br>24%                                | 18<br>56% | 6<br>25%           | 13<br>55%     | 6<br>18%      | 13<br>73%     | 10<br>58% |
| A great deal           | (10)<br>10% | 12<br>2%          | 11<br>23% | -<br>-    | -<br>-   | 2<br>8%   | 5<br>15%  | 5<br>9%   | 11<br>12%    | -<br>-        | 1<br>7%  | -<br>-               | 1<br>6%       | 2<br>14%      | 2<br>6%                                 | 7<br>21%  | 4<br>14%           | -<br>-        | 4<br>13%      | 2<br>9%       | 2<br>14%  |
|                        | (9)<br>10%  | 12<br>4%          | 8<br>18%  | 1<br>17%  | -<br>-   | 3<br>11%  | 3<br>10%  | 5<br>10%  | 8<br>9%      | 3<br>31%      | 1<br>7%  | -<br>-               | 1<br>8%       | -<br>-        | 2<br>5%                                 | 5<br>16%  | 2<br>6%            | 2<br>7%       | 1<br>3%       | 3<br>15%      | 5<br>27%  |
|                        | (8)<br>22%  | 5<br>9%           | 15<br>32% | 4<br>67%  | 2<br>33% | 7<br>23%  | 4<br>13%  | 15<br>27% | 16<br>17%    | 5<br>50%      | 5<br>44% | -<br>-               | 4<br>25%      | 1<br>7%       | 5<br>17%                                | 6<br>18%  | 4<br>17%           | 10<br>43%     | 4<br>13%      | 4<br>21%      | 3<br>19%  |
|                        | (7)<br>8%   | 2<br>4%           | 7<br>14%  | -<br>-    | -<br>-   | 2<br>5%   | 2<br>8%   | 5<br>9%   | 8<br>9%      | 1<br>9%       | -<br>-   | -<br>-               | 1<br>8%       | 1<br>10%      | 2<br>8%                                 | 3<br>10%  | 3<br>11%           | 2<br>7%       | 2<br>7%       | 1<br>5%       | 2<br>9%   |
|                        | (6)<br>13%  | 7<br>13%          | 3<br>7%   | 1<br>17%  | 3<br>50% | 5<br>17%  | 1<br>4%   | 8<br>15%  | 9<br>10%     | 1<br>10%      | 1<br>10% | 3<br>75%             | 1<br>8%       | -<br>-        | 4<br>13%                                | 4<br>13%  | 1<br>3%            | 3<br>13%      | 5<br>18%      | 5<br>29%      | -<br>-    |
|                        | (5)<br>16%  | 16<br>28%         | 2<br>4%   | -<br>-    | 1<br>17% | 5<br>16%  | 3<br>11%  | 10<br>19% | 17<br>19%    | -<br>-        | -<br>-   | 1<br>25%             | 4<br>28%      | 5<br>40%      | 8<br>26%                                | -<br>-    | 6<br>22%           | 3<br>13%      | 4<br>12%      | 2<br>14%      | 4<br>20%  |
|                        | (4)<br>3%   | 2<br>4%           | 1<br>2%   | -<br>-    | -<br>-   | 1<br>4%   | 2<br>7%   | -<br>-    | 3<br>4%      | -<br>-        | -<br>-   | -<br>-               | 1<br>8%       | 1<br>10%      | 1<br>3%                                 | -<br>-    | -<br>-             | -<br>-        | 2<br>8%       | -<br>-        | 1<br>5%   |
|                        | (3)<br>5%   | 6<br>11%          | -<br>-    | -<br>-    | -<br>-   | 1<br>4%   | 2<br>8%   | 2<br>4%   | 5<br>5%      | -<br>-        | 1<br>10% | -<br>-               | -<br>-        | 1<br>10%      | 2<br>8%                                 | 1<br>4%   | 2<br>9%            | 1<br>5%       | 2<br>8%       | -<br>-        | -<br>-    |
|                        | (2)<br>7%   | 7<br>13%          | 1<br>2%   | -<br>-    | -<br>-   | -<br>-    | 5<br>16%  | 3<br>6%   | 6<br>6%      | -<br>-        | 2<br>21% | -<br>-               | -<br>-        | -<br>-        | 2<br>8%                                 | 3<br>10%  | 3<br>13%           | 1<br>5%       | 4<br>12%      | -<br>-        | -<br>-    |
|                        | (1)<br>1%   | 1<br>2%           | -<br>-    | -<br>-    | -<br>-   | -<br>-    | 1<br>4%   | -<br>-    | 1<br>1%      | -<br>-        | -<br>-   | -<br>-               | -<br>-        | -<br>-        | -<br>-                                  | 1<br>4%   | -<br>-             | 1<br>5%       | -<br>-        | -<br>-        | -<br>-    |
| None                   | (0)<br>5%   | 6<br>11%          | -<br>-    | -<br>-    | -<br>-   | 4<br>12%  | 1<br>4%   | 1<br>2%   | 6<br>7%      | -<br>-        | -<br>-   | -<br>-               | 1<br>8%       | 1<br>10%      | 2<br>8%                                 | 1<br>4%   | 1<br>5%            | -<br>-        | 2<br>8%       | 1<br>7%       | 1<br>7%   |
| Mean                   | 6.22        | 4.49              | 8.07      | 7.83      | 6.50     | 6.08      | 5.67      | 6.59      | 6.04         | 8.02          | 6.23     | 5.75                 | 6.12          | 5.28          | 5.53                                    | 6.83      | 5.92               | 6.39          | 5.50          | 6.75          | 7.14      |
| Standard deviation     | 2.74        | 2.60              | 1.67      | 0.98      | 1.22     | 2.91      | 3.21      | 2.35      | 2.86         | 0.95          | 2.91     | 0.50                 | 2.60          | 2.82          | 2.68                                    | 3.09      | 2.95               | 2.30          | 2.96          | 2.47          | 2.71      |
| Standard error         | 0.25        | 0.38              | 0.22      | 0.40      | 0.50     | 0.52      | 0.60      | 0.31      | 0.30         | 0.30          | 0.84     | 0.25                 | 0.70          | 0.85          | 0.49                                    | 0.52      | 0.58               | 0.48          | 0.54          | 0.58          | 0.62      |

Prepared by Populus

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 8

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- ... the food and drink industry**

**Base: All answering**

|                        |      | Party       |                   |             |            |            | Age        |             |             | Country      |               |            | Region               |               |               |                                         |             | First Year Elected |               |               |               |            |
|------------------------|------|-------------|-------------------|-------------|------------|------------|------------|-------------|-------------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|-------------|--------------------|---------------|---------------|---------------|------------|
|                        |      | Total       | Conser-<br>vative | Labour      | SNP        | Other      | 18-44      | 45-54       | 55+         | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North       | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+      |
| Unweighted Base        |      | 116         | 47                | 57          | 6          | 6          | 31         | 29          | 56          | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35          | 26                 | 23            | 30            | 18            | 19         |
| Weighted Base          |      | 116         | 57                | 47          | 6          | 6          | 31         | 30          | 55          | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32          | 26                 | 23            | 31            | 18            | 18         |
| Base (answering for %) |      | 116         | 57                | 47          | 6          | 6          | 31         | 30          | 55          | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32          | 26                 | 23            | 31            | 18            | 18         |
| NET: 6-10              |      | 22<br>19%   | 11<br>19%         | 8<br>18%    | 1<br>17%   | 2<br>33%   | 7<br>23%   | 6<br>21%    | 9<br>16%    | 13<br>15%    | 4<br>40%      | 3<br>25%   | 2<br>50%             | 1<br>8%       | 4<br>37%      | 2<br>6%                                 | 6<br>18%    | 5<br>19%           | 2<br>9%       | 6<br>20%      | 4<br>23%      | 5<br>27%   |
| NET: 0-4               |      | 65<br>56%   | 24<br>43%         | 34<br>72%   | 4<br>67%   | 3<br>50%   | 15<br>49%  | 17<br>57%   | 33<br>59%   | 54<br>59%    | 4<br>41%      | 6<br>55%   | 1<br>25%             | 8<br>56%      | 4<br>37%      | 18<br>56%                               | 23<br>73%   | 15<br>59%          | 15<br>65%     | 14<br>46%     | 11<br>64%     | 9<br>50%   |
| SUM: 6-10 - 0-4        |      | -43<br>-37% | -13<br>-23%       | -26<br>-54% | -3<br>-50% | -1<br>-17% | -8<br>-26% | -11<br>-37% | -24<br>-43% | -40<br>-44%  | *<br>-1%      | -3<br>-30% | 1<br>25%             | -7<br>-47%    | -<br>-        | -16<br>-50%                             | -17<br>-55% | -10<br>-40%        | -13<br>-57%   | -8<br>-26%    | -7<br>-41%    | -4<br>-23% |
| A great deal           | (10) | -<br>-      | -<br>-            | -<br>-      | -<br>-     | -<br>-     | -<br>-     | -<br>-      | -<br>-      | -<br>-       | -<br>-        | -<br>-     | -<br>-               | -<br>-        | -<br>-        | -<br>-                                  | -<br>-      | -<br>-             | -<br>-        | -<br>-        | -<br>-        | -<br>-     |
|                        | (9)  | 2<br>2%     | 1<br>2%           | 1<br>2%     | -<br>-     | -<br>-     | -<br>-     | -<br>-      | 2<br>4%     | 1<br>1%      | 1<br>13%      | -<br>-     | -<br>-               | -<br>-        | -<br>-        | -<br>-                                  | 1<br>3%     | -<br>-             | -<br>-        | -<br>-        | -<br>-        | 2<br>11%   |
|                        | (8)  | 1<br>1%     | 1<br>2%           | -<br>-      | -<br>-     | -<br>-     | -<br>-     | 1<br>4%     | -<br>-      | 1<br>1%      | -<br>-        | -<br>-     | -<br>-               | -<br>-        | -<br>-        | 1<br>4%                                 | -<br>-      | -<br>-             | -<br>-        | 1<br>4%       | -<br>-        | -<br>-     |
|                        | (7)  | 10<br>8%    | 4<br>6%           | 4<br>9%     | -<br>-     | 2<br>33%   | 3<br>10%   | 2<br>7%     | 5<br>8%     | 6<br>7%      | -<br>-        | 2<br>14%   | 2<br>50%             | 1<br>8%       | 2<br>17%      | 1<br>3%                                 | 2<br>6%     | 4<br>14%           | 1<br>4%       | 3<br>10%      | 1<br>6%       | 1<br>7%    |
|                        | (6)  | 9<br>8%     | 5<br>9%           | 3<br>7%     | 1<br>17%   | -<br>-     | 4<br>13%   | 3<br>10%    | 2<br>4%     | 5<br>6%      | 3<br>27%      | 1<br>10%   | -<br>-               | -<br>-        | 2<br>20%      | -<br>-                                  | 3<br>9%     | 1<br>5%            | 1<br>5%       | 2<br>7%       | 3<br>17%      | 2<br>9%    |
|                        | (5)  | 29<br>25%   | 22<br>38%         | 5<br>11%    | 1<br>17%   | 1<br>17%   | 8<br>27%   | 7<br>22%    | 14<br>25%   | 24<br>26%    | 2<br>19%      | 2<br>21%   | 1<br>25%             | 5<br>36%      | 3<br>27%      | 12<br>38%                               | 3<br>9%     | 6<br>22%           | 6<br>26%      | 11<br>34%     | 2<br>14%      | 4<br>23%   |
|                        | (4)  | 16<br>14%   | 4<br>6%           | 9<br>19%    | 2<br>33%   | 1<br>17%   | 5<br>15%   | 5<br>16%    | 6<br>11%    | 12<br>13%    | 2<br>21%      | 1<br>7%    | 1<br>25%             | 2<br>11%      | 1<br>10%      | 5<br>14%                                | 5<br>14%    | 2<br>10%           | 3<br>13%      | 3<br>9%       | 4<br>23%      | 3<br>18%   |
|                        | (3)  | 19<br>16%   | 10<br>17%         | 7<br>16%    | 2<br>33%   | -<br>-     | 5<br>15%   | 5<br>18%    | 9<br>16%    | 16<br>18%    | 2<br>21%      | 1<br>7%    | -<br>-               | 3<br>22%      | -<br>-        | 7<br>20%                                | 7<br>21%    | 2<br>9%            | 5<br>21%      | 6<br>20%      | 4<br>25%      | 1<br>7%    |
|                        | (2)  | 13<br>11%   | 5<br>9%           | 7<br>16%    | -<br>-     | 1<br>17%   | 2<br>5%    | 4<br>14%    | 8<br>14%    | 11<br>12%    | -<br>-        | 2<br>18%   | -<br>-               | 1<br>8%       | -<br>-        | 4<br>12%                                | 6<br>20%    | 5<br>20%           | 3<br>14%      | 2<br>8%       | -<br>-        | 2<br>14%   |
|                        | (1)  | 6<br>5%     | 1<br>2%           | 3<br>7%     | -<br>-     | 1<br>17%   | -<br>-     | 1<br>3%     | 5<br>8%     | 4<br>4%      | -<br>-        | 2<br>16%   | -<br>-               | -<br>-        | 1<br>10%      | 1<br>3%                                 | 2<br>5%     | 2<br>6%            | 2<br>10%      | 1<br>3%       | 1<br>5%       | -<br>-     |
| None                   | (0)  | 11<br>10%   | 5<br>9%           | 7<br>14%    | -<br>-     | -<br>-     | 4<br>13%   | 2<br>7%     | 5<br>10%    | 11<br>12%    | -<br>-        | 1<br>7%    | -<br>-               | 2<br>14%      | 2<br>17%      | 2<br>8%                                 | 4<br>13%    | 4<br>14%           | 2<br>7%       | 2<br>7%       | 2<br>11%      | 2<br>11%   |
| Mean                   |      | 3.86        | 4.19              | 3.35        | 4.17       | 4.33       | 4.04       | 3.98        | 3.69        | 3.66         | 5.15          | 3.67       | 5.75                 | 3.67          | 4.20          | 3.78                                    | 3.32        | 3.49               | 3.40          | 4.22          | 3.80          | 4.39       |
| Standard deviation     |      | 2.14        | 2.07              | 2.23        | 1.17       | 2.50       | 2.08       | 2.02        | 2.26        | 2.09         | 1.91          | 2.36       | 1.50                 | 2.01          | 2.58          | 1.84                                    | 2.22        | 2.32               | 1.84          | 2.00          | 2.00          | 2.57       |
| Standard error         |      | 0.20        | 0.30              | 0.30        | 0.48       | 1.02       | 0.37       | 0.37        | 0.30        | 0.22         | 0.61          | 0.68       | 0.75                 | 0.54          | 0.78          | 0.34                                    | 0.38        | 0.45               | 0.38          | 0.36          | 0.47          | 0.59       |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 9

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- ... the health lobby**

**Base: All answering**

|                        |      | Party     |                   |           |          |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |           |
|------------------------|------|-----------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                        |      | Total     | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East-<br>ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base        |      | 116       | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base          |      | 116       | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %) |      | 115       | 57                | 46        | 6        | 6        | 31        | 30        | 55        | 90           | 10            | 12       | 4                    | 15            | 12            | 31                                      | 32        | 25                 | 23            | 31            | 18            | 18        |
| NET: 6-10              |      | 67<br>58% | 19<br>34%         | 37<br>80% | 5<br>83% | 5<br>83% | 18<br>60% | 16<br>53% | 32<br>59% | 48<br>54%    | 8<br>81%      | 7<br>62% | 3<br>75%             | 9<br>64%      | 5<br>40%      | 12<br>40%                               | 22<br>69% | 13<br>51%          | 14<br>62%     | 13<br>43%     | 12<br>69%     | 14<br>75% |
| NET: 0-4               |      | 24<br>21% | 22<br>38%         | 1<br>2%   | -<br>-   | 1<br>17% | 6<br>20%  | 8<br>28%  | 9<br>17%  | 20<br>23%    | -<br>-        | 2<br>21% | 1<br>25%             | 4<br>25%      | 4<br>30%      | 7<br>23%                                | 6<br>18%  | 7<br>27%           | 5<br>20%      | 8<br>27%      | 1<br>7%       | 2<br>13%  |
| SUM: 6-10 - 0-4        |      | 43<br>37% | -2<br>-4%         | 36<br>79% | 5<br>83% | 4<br>67% | 12<br>40% | 7<br>25%  | 23<br>43% | 28<br>31%    | 8<br>81%      | 5<br>41% | 2<br>50%             | 6<br>39%      | 1<br>10%      | 5<br>16%                                | 16<br>51% | 6<br>24%           | 10<br>42%     | 5<br>15%      | 11<br>63%     | 11<br>62% |
| A great deal           | (10) | 5<br>4%   | -<br>-            | 5<br>11%  | -<br>-   | -<br>-   | -<br>-    | 2<br>5%   | 3<br>6%   | 4<br>5%      | -<br>-        | 1<br>7%  | -<br>-               | -<br>-        | 1<br>7%       | -<br>-                                  | 3<br>10%  | 2<br>6%            | -<br>-        | 2<br>5%       | 2<br>9%       | -<br>-    |
|                        | (9)  | 6<br>5%   | 1<br>2%           | 2<br>4%   | 1<br>17% | 2<br>33% | 2<br>6%   | 1<br>3%   | 3<br>5%   | 2<br>2%      | 2<br>23%      | 1<br>9%  | 1<br>25%             | 1<br>6%       | -<br>-        | -<br>-                                  | 1<br>3%   | -<br>-             | 2<br>8%       | -<br>-        | 2<br>11%      | 2<br>11%  |
|                        | (8)  | 12<br>10% | 1<br>2%           | 10<br>21% | -<br>-   | 1<br>17% | 5<br>15%  | 2<br>8%   | 5<br>9%   | 10<br>12%    | -<br>-        | 2<br>14% | -<br>-               | 2<br>11%      | 1<br>7%       | 3<br>8%                                 | 5<br>17%  | 3<br>10%           | 2<br>7%       | 2<br>8%       | 1<br>7%       | 4<br>23%  |
|                        | (7)  | 21<br>18% | 6<br>11%          | 12<br>26% | 2<br>33% | 1<br>17% | 4<br>14%  | 4<br>14%  | 13<br>24% | 15<br>17%    | 3<br>29%      | 2<br>21% | 1<br>25%             | 2<br>17%      | 2<br>17%      | 6<br>18%                                | 5<br>16%  | 5<br>19%           | 6<br>25%      | 3<br>11%      | 4<br>25%      | 3<br>16%  |
|                        | (6)  | 22<br>19% | 11<br>19%         | 8<br>18%  | 2<br>33% | 1<br>17% | 8<br>25%  | 7<br>22%  | 8<br>14%  | 17<br>19%    | 3<br>29%      | 1<br>10% | 1<br>25%             | 4<br>30%      | 1<br>10%      | 4<br>13%                                | 7<br>23%  | 4<br>14%           | 5<br>22%      | 6<br>18%      | 3<br>17%      | 5<br>26%  |
|                        | (5)  | 25<br>22% | 16<br>28%         | 8<br>18%  | 1<br>17% | -<br>-   | 6<br>21%  | 6<br>19%  | 13<br>23% | 21<br>23%    | 2<br>19%      | 2<br>18% | -<br>-               | 2<br>11%      | 4<br>30%      | 12<br>36%                               | 4<br>13%  | 5<br>20%           | 4<br>18%      | 9<br>30%      | 4<br>24%      | 2<br>11%  |
|                        | (4)  | 6<br>5%   | 5<br>9%           | -<br>-    | -<br>-   | 1<br>17% | 1<br>4%   | 2<br>8%   | 2<br>4%   | 4<br>4%      | -<br>-        | 1<br>10% | 1<br>25%             | 2<br>17%      | 1<br>10%      | -<br>-                                  | -<br>-    | -<br>-             | 1<br>4%       | 4<br>12%      | -<br>-        | 1<br>7%   |
|                        | (3)  | 6<br>5%   | 6<br>11%          | -<br>-    | -<br>-   | -<br>-   | 1<br>4%   | -<br>-    | 5<br>9%   | 6<br>7%      | -<br>-        | -<br>-   | -<br>-               | -<br>-        | 1<br>10%      | 4<br>11%                                | 1<br>4%   | 4<br>14%           | 1<br>5%       | 1<br>4%       | -<br>-        | -<br>-    |
|                        | (2)  | 2<br>2%   | 2<br>4%           | -<br>-    | -<br>-   | -<br>-   | 1<br>4%   | 1<br>2%   | 1<br>2%   | 1<br>1%      | -<br>-        | 1<br>10% | -<br>-               | -<br>-        | -<br>-        | 1<br>4%                                 | -<br>-    | 1<br>5%            | 1<br>5%       | -<br>-        | -<br>-        | -<br>-    |
|                        | (1)  | 2<br>2%   | 1<br>2%           | 1<br>2%   | -<br>-   | -<br>-   | 1<br>4%   | 1<br>1%   | 1<br>2%   | 2<br>2%      | -<br>-        | -<br>-   | -<br>-               | -<br>-        | -<br>-        | 1<br>4%                                 | 1<br>3%   | 1<br>3%            | -<br>-        | 1<br>4%       | -<br>-        | -<br>-    |
| None                   | (0)  | 7<br>6%   | 7<br>13%          | -<br>-    | -<br>-   | -<br>-   | 4<br>12%  | 4<br>12%  | -<br>-    | 7<br>8%      | -<br>-        | -<br>-   | -<br>-               | 1<br>8%       | 1<br>10%      | 1<br>4%                                 | 4<br>12%  | 1<br>5%            | 1<br>5%       | 2<br>8%       | 1<br>7%       | 1<br>7%   |
| Skipped                |      | 1         | -                 | 1         | -        | -        | -         | -         | 1         | 1            | -             | -        | -                    | -             | -             | 1                                       | -         | 1                  | -             | -             | -             | -         |
| Mean                   |      | 5.69      | 4.40              | 6.96      | 6.67     | 7.17     | 5.49      | 5.18      | 6.09      | 5.47         | 6.79          | 6.24     | 6.50                 | 5.62          | 5.18          | 5.05                                    | 5.92      | 5.38               | 5.68          | 5.17          | 6.45          | 6.30      |
| Standard deviation     |      | 2.38      | 2.30              | 1.71      | 1.37     | 1.94     | 2.49      | 2.79      | 2.02      | 2.45         | 1.46          | 2.31     | 2.08                 | 2.25          | 2.56          | 2.03                                    | 2.88      | 2.53               | 2.22          | 2.38          | 2.41          | 2.25      |
| Standard error         |      | 0.22      | 0.34              | 0.23      | 0.56     | 0.79     | 0.45      | 0.52      | 0.27      | 0.26         | 0.46          | 0.67     | 1.04                 | 0.60          | 0.77          | 0.38                                    | 0.49      | 0.51               | 0.46          | 0.43          | 0.57          | 0.52      |

Prepared by Populus

# Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 10

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- ... media commentators**

**Base: All answering**

|                        |      | Party       |                   |             |            |            | Age         |             |             | Country      |               |            | Region               |               |               |                                         |             | First Year Elected |               |               |               |            |
|------------------------|------|-------------|-------------------|-------------|------------|------------|-------------|-------------|-------------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|-------------|--------------------|---------------|---------------|---------------|------------|
|                        |      | Total       | Conser-<br>vative | Labour      | SNP        | Other      | 18-44       | 45-54       | 55+         | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North       | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+      |
| Unweighted Base        |      | 116         | 47                | 57          | 6          | 6          | 31          | 29          | 56          | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35          | 26                 | 23            | 30            | 18            | 19         |
| Weighted Base          |      | 116         | 57                | 47          | 6          | 6          | 31          | 30          | 55          | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32          | 26                 | 23            | 31            | 18            | 18         |
| Base (answering for %) |      | 115         | 57                | 46          | 6          | 6          | 31          | 30          | 55          | 90           | 10            | 12         | 4                    | 15            | 12            | 31                                      | 32          | 25                 | 23            | 31            | 18            | 18         |
| NET: 6-10              |      | 17<br>15%   | 5<br>9%           | 9<br>20%    | 1<br>17%   | 2<br>33%   | 7<br>21%    | 2<br>8%     | 8<br>15%    | 12<br>14%    | 2<br>19%      | 2<br>16%   | 1<br>25%             | 2<br>17%      | 2<br>17%      | 4<br>12%                                | 4<br>13%    | 1<br>3%            | 6<br>26%      | 4<br>12%      | 3<br>16%      | 4<br>20%   |
| NET: 0-4               |      | 70<br>61%   | 36<br>64%         | 28<br>61%   | 3<br>50%   | 3<br>50%   | 18<br>59%   | 19<br>63%   | 33<br>61%   | 56<br>62%    | 4<br>39%      | 9<br>74%   | 2<br>50%             | 7<br>47%      | 8<br>63%      | 21<br>66%                               | 21<br>65%   | 18<br>71%          | 13<br>55%     | 20<br>64%     | 11<br>60%     | 9<br>52%   |
| SUM: 6-10 - 0-4        |      | -53<br>-46% | -32<br>-55%       | -19<br>-41% | -2<br>-33% | -1<br>-17% | -12<br>-38% | -17<br>-55% | -25<br>-46% | -44<br>-49%  | -2<br>-21%    | -7<br>-58% | -1<br>-25%           | -4<br>-30%    | -6<br>-47%    | -17<br>-55%                             | -16<br>-52% | -17<br>-67%        | -7<br>-29%    | -16<br>-52%   | -8<br>-44%    | -6<br>-31% |
| A great deal           | (10) | -           | -                 | -           | -          | -          | -           | -           | -           | -            | -             | -          | -                    | -             | -             | -                                       | -           | -                  | -             | -             | -             | -          |
|                        | (9)  | -           | -                 | -           | -          | -          | -           | -           | -           | -            | -             | -          | -                    | -             | -             | -                                       | -           | -                  | -             | -             | -             | -          |
|                        | (8)  | 2<br>2%     | 1<br>2%           | -           | -          | 1<br>17%   | 1<br>3%     | -           | 1<br>2%     | 1<br>1%      | -             | -          | 1<br>25%             | 1<br>8%       | -             | -                                       | -           | -                  | -             | 1<br>4%       | 1<br>6%       | -          |
|                        | (7)  | 6<br>5%     | 1<br>2%           | 3<br>7%     | -          | 1<br>17%   | 4<br>12%    | 1<br>3%     | 1<br>2%     | 4<br>4%      | 1<br>9%       | 1<br>9%    | -                    | 1<br>8%       | 1<br>7%       | 1<br>3%                                 | 1<br>3%     | -                  | 2<br>8%       | -             | 1<br>5%       | 3<br>16%   |
|                        | (6)  | 9<br>8%     | 2<br>4%           | 6<br>12%    | 1<br>17%   | -          | 2<br>6%     | 2<br>5%     | 6<br>10%    | 7<br>8%      | 1<br>10%      | 1<br>7%    | -                    | -             | 1<br>10%      | 3<br>9%                                 | 3<br>10%    | 1<br>3%            | 4<br>18%      | 2<br>8%       | 1<br>6%       | 1<br>5%    |
|                        | (5)  | 28<br>24%   | 16<br>28%         | 9<br>19%    | 2<br>33%   | 1<br>17%   | 6<br>19%    | 9<br>28%    | 13<br>24%   | 22<br>24%    | 4<br>42%      | 1<br>10%   | 1<br>25%             | 5<br>36%      | 2<br>20%      | 7<br>21%                                | 7<br>22%    | 7<br>25%           | 5<br>20%      | 8<br>24%      | 4<br>24%      | 5<br>28%   |
|                        | (4)  | 18<br>15%   | 12<br>21%         | 6<br>12%    | -          | -          | 4<br>15%    | 5<br>18%    | 8<br>15%    | 14<br>16%    | 1<br>9%       | 3<br>25%   | -                    | 4<br>25%      | 1<br>10%      | 6<br>18%                                | 4<br>12%    | 2<br>8%            | 2<br>9%       | 8<br>25%      | 2<br>11%      | 4<br>22%   |
|                        | (3)  | 18<br>15%   | 6<br>11%          | 7<br>14%    | 2<br>33%   | 3<br>50%   | 6<br>18%    | 3<br>10%    | 9<br>16%    | 12<br>13%    | 2<br>21%      | 2<br>18%   | 2<br>50%             | 2<br>14%      | 2<br>20%      | 3<br>9%                                 | 4<br>13%    | 5<br>20%           | 5<br>23%      | 3<br>9%       | 3<br>16%      | 2<br>9%    |
|                        | (2)  | 9<br>8%     | 4<br>6%           | 4<br>9%     | 1<br>17%   | -          | 2<br>7%     | 2<br>6%     | 5<br>9%     | 6<br>6%      | 1<br>10%      | 2<br>18%   | -                    | -             | -             | 2<br>6%                                 | 4<br>12%    | 1<br>3%            | 2<br>9%       | 4<br>13%      | 1<br>6%       | 1<br>5%    |
|                        | (1)  | 9<br>8%     | 2<br>4%           | 7<br>14%    | -          | -          | 2<br>5%     | 2<br>8%     | 5<br>9%     | 8<br>9%      | -             | 1<br>7%    | -                    | -             | -             | 3<br>10%                                | 5<br>16%    | 2<br>10%           | 2<br>9%       | 3<br>9%       | 1<br>5%       | 1<br>5%    |
| None                   | (0)  | 17<br>15%   | 12<br>21%         | 5<br>11%    | -          | -          | 4<br>15%    | 7<br>22%    | 6<br>11%    | 16<br>18%    | -             | 1<br>7%    | -                    | 1<br>8%       | 4<br>33%      | 7<br>21%                                | 4<br>13%    | 7<br>28%           | 1<br>5%       | 2<br>8%       | 4<br>23%      | 2<br>11%   |
| Skipped                |      | 1           | -                 | 1           | -          | -          | -           | -           | 1           | 1            | -             | -          | -                    | -             | -             | 1                                       | -           | 1                  | -             | -             | -             | -          |
| Mean                   |      | 3.49        | 3.30              | 3.48        | 4.00       | 4.83       | 3.75        | 3.15        | 3.53        | 3.33         | 4.47          | 3.48       | 4.75                 | 4.47          | 3.06          | 3.07                                    | 3.16        | 2.59               | 3.91          | 3.61          | 3.39          | 4.08       |
| Standard deviation     |      | 2.15        | 2.17              | 2.16        | 1.55       | 2.23       | 2.33        | 2.17        | 2.04        | 2.20         | 1.49          | 1.97       | 2.36                 | 1.99          | 2.53          | 2.21                                    | 2.09        | 2.12               | 2.00          | 1.96          | 2.49          | 2.14       |
| Standard error         |      | 0.20        | 0.32              | 0.29        | 0.63       | 0.91       | 0.42        | 0.40        | 0.28        | 0.23         | 0.47          | 0.57       | 1.18                 | 0.53          | 0.76          | 0.41                                    | 0.35        | 0.42               | 0.42          | 0.36          | 0.59          | 0.49       |

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# Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 11

**Q2. In making decisions about extending the 'sugar tax', how much weight would you put on the views of ...**

**- ... people in your constituency**

**Base: All answering**

|                        |      | Party |                   |        |      |       | Age   |       |      | Country      |               |       |                      | Region        |               |                                         |       | First Year Elected |               |               |               |       |
|------------------------|------|-------|-------------------|--------|------|-------|-------|-------|------|--------------|---------------|-------|----------------------|---------------|---------------|-----------------------------------------|-------|--------------------|---------------|---------------|---------------|-------|
|                        |      | Total | Conser-<br>vative | Labour | SNP  | Other | 18-44 | 45-54 | 55+  | Eng-<br>land | Scot-<br>land | Wales | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East-<br>ern | North | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+ |
|                        |      |       |                   |        |      |       |       |       |      |              |               |       |                      |               |               |                                         |       |                    |               |               |               |       |
| Unweighted Base        |      | 116   | 47                | 57     | 6    | 6     | 31    | 29    | 56   | 90           | 10            | 12    | 4                    | 14            | 11            | 30                                      | 35    | 26                 | 23            | 30            | 18            | 19    |
| Weighted Base          |      | 116   | 57                | 47     | 6    | 6     | 31    | 30    | 55   | 91           | 10            | 12    | 4                    | 15            | 12            | 32                                      | 32    | 26                 | 23            | 31            | 18            | 18    |
| Base (answering for %) |      | 115   | 57                | 47     | 6    | 5     | 31    | 30    | 54   | 91           | 10            | 12    | 3                    | 15            | 12            | 32                                      | 32    | 26                 | 22            | 31            | 18            | 18    |
| NET: 6-10              |      | 68    | 29                | 31     | 4    | 4     | 22    | 12    | 35   | 50           | 8             | 8     | 3                    | 6             | 7             | 16                                      | 21    | 12                 | 17            | 18            | 10            | 11    |
|                        |      | 60%   | 51%               | 67%    | 67%  | 80%   | 71%   | 40%   | 64%  | 55%          | 79%           | 65%   | 100%                 | 42%           | 57%           | 50%                                     | 66%   | 47%                | 78%           | 58%           | 58%           | 59%   |
| NET: 0-4               |      | 23    | 17                | 5      | 1    | -     | 3     | 13    | 7    | 21           | 1             | 1     | -                    | 5             | 2             | 7                                       | 6     | 4                  | 2             | 9             | 2             | 5     |
|                        |      | 20%   | 30%               | 11%    | 17%  | -     | 11%   | 42%   | 13%  | 23%          | 10%           | 10%   | -                    | 33%           | 20%           | 23%                                     | 19%   | 14%                | 11%           | 30%           | 11%           | 30%   |
| SUM: 6-10 - 0-4        |      | 46    | 12                | 26     | 3    | 4     | 18    | -1    | 28   | 29           | 7             | 6     | 3                    | 1             | 4             | 9                                       | 15    | 9                  | 15            | 9             | 8             | 5     |
|                        |      | 40%   | 21%               | 56%    | 50%  | 80%   | 60%   | -2%   | 51%  | 33%          | 69%           | 55%   | 100%                 | 9%            | 37%           | 28%                                     | 47%   | 33%                | 67%           | 28%           | 47%           | 29%   |
| A great deal           | (10) | 5     | 2                 | 2      | -    | -     | 1     | 1     | 3    | 4            | 1             | -     | -                    | -             | -             | -                                       | 4     | 1                  | -             | 2             | 1             | 1     |
|                        |      | 4%    | 4%                | 5%     | -    | -     | 4%    | 3%    | 5%   | 4%           | 13%           | -     | -                    | -             | -             | -                                       | 12%   | 3%                 | -             | 7%            | 5%            | 7%    |
|                        | (9)  | 5     | 1                 | 2      | 1    | -     | 2     | 1     | 1    | 3            | 1             | 1     | -                    | -             | 1             | -                                       | 2     | 1                  | -             | 1             | 2             | 1     |
|                        |      | 4%    | 2%                | 5%     | 17%  | -     | 8%    | 3%    | 2%   | 3%           | 10%           | 7%    | -                    | -             | 10%           | -                                       | 5%    | 5%                 | -             | 3%            | 10%           | 5%    |
|                        | (8)  | 20    | 7                 | 11     | 1    | 1     | 7     | 4     | 10   | 13           | 3             | 4     | -                    | 2             | 3             | 3                                       | 5     | 2                  | 6             | 6             | 3             | 3     |
|                        |      | 17%   | 13%               | 23%    | 17%  | 17%   | 21%   | 12%   | 18%  | 15%          | 27%           | 33%   | -                    | 17%           | 27%           | 10%                                     | 14%   | 8%                 | 26%           | 20%           | 15%           | 18%   |
|                        | (7)  | 20    | 8                 | 10     | 1    | 1     | 7     | 3     | 10   | 16           | 2             | 2     | 1                    | 2             | 1             | 5                                       | 7     | 5                  | 5             | 6             | 3             | 2     |
|                        |      | 18%   | 15%               | 21%    | 17%  | 17%   | 22%   | 11%   | 19%  | 17%          | 19%           | 18%   | 25%                  | 17%           | 10%           | 15%                                     | 22%   | 19%                | 21%           | 19%           | 17%           | 9%    |
|                        | (6)  | 18    | 10                | 6      | 1    | 2     | 5     | 3     | 10   | 15           | 1             | 1     | 2                    | 1             | 1             | 8                                       | 4     | 3                  | 6             | 3             | 2             | 4     |
|                        |      | 16%   | 17%               | 12%    | 17%  | 33%   | 16%   | 11%   | 19%  | 16%          | 10%           | 7%    | 50%                  | 8%            | 10%           | 25%                                     | 13%   | 13%                | 27%           | 10%           | 11%           | 20%   |
|                        | (5)  | 24    | 11                | 11     | 1    | 1     | 5     | 6     | 13   | 20           | 1             | 3     | -                    | 4             | 3             | 9                                       | 5     | 10                 | 2             | 4             | 5             | 2     |
|                        |      | 20%   | 19%               | 23%    | 17%  | 17%   | 17%   | 18%   | 23%  | 22%          | 10%           | 25%   | -                    | 25%           | 24%           | 27%                                     | 14%   | 39%                | 11%           | 12%           | 31%           | 11%   |
|                        | (4)  | 9     | 5                 | 4      | -    | -     | 4     | 5     | 8    | 8            | -             | 1     | -                    | 1             | 1             | 3                                       | 2     | 2                  | -             | 4             | 1             | 2     |
|                        |      | 8%    | 9%                | 9%     | -    | -     | 14%   | 9%    | 9%   | 9%           | -             | 10%   | -                    | 8%            | 10%           | 9%                                      | 8%    | 6%                 | -             | 14%           | 5%            | 11%   |
|                        | (3)  | 7     | 6                 | -      | 1    | -     | 1     | 5     | 1    | 6            | 1             | -     | -                    | 2             | -             | 1                                       | 2     | -                  | 1             | 4             | -             | 2     |
|                        |      | 6%    | 11%               | -      | 17%  | -     | 3%    | 16%   | 2%   | 7%           | 10%           | -     | -                    | 17%           | -             | 4%                                      | 8%    | -                  | 5%            | 12%           | -             | 12%   |
|                        | (2)  | 4     | 4                 | 1      | -    | -     | 1     | 2     | 1    | 4            | -             | -     | -                    | 1             | -             | 2                                       | 1     | 2                  | 1             | -             | -             | 1     |
|                        |      | 4%    | 6%                | 2%     | -    | -     | 4%    | 8%    | 1%   | 5%           | -             | -     | -                    | 8%            | -             | 6%                                      | 4%    | 8%                 | 5%            | -             | -             | 7%    |
|                        | (1)  | -     | -                 | -      | -    | -     | -     | -     | -    | -            | -             | -     | -                    | -             | -             | -                                       | -     | -                  | -             | -             | -             | -     |
|                        |      | -     | -                 | -      | -    | -     | -     | -     | -    | -            | -             | -     | -                    | -             | -             | -                                       | -     | -                  | -             | -             | -             | -     |
| None                   | (0)  | 2     | 2                 | -      | -    | -     | 1     | 1     | -    | 2            | -             | -     | -                    | -             | 1             | 1                                       | -     | -                  | -             | 1             | 1             | -     |
|                        |      | 2%    | 4%                | -      | -    | -     | 4%    | 4%    | -    | 3%           | -             | -     | -                    | -             | 10%           | 4%                                      | -     | -                  | -             | 4%            | 7%            | -     |
| Skipped                |      | 1     | -                 | -      | -    | 1     | -     | -     | 1    | -            | -             | -     | 1                    | -             | -             | -                                       | -     | -                  | 1             | -             | -             | -     |
| Mean                   |      | 5.99  | 5.45              | 6.56   | 6.33 | 6.40  | 6.38  | 5.06  | 6.28 | 5.78         | 7.13          | 6.60  | 6.33                 | 5.26          | 5.90          | 5.32                                    | 6.45  | 5.79               | 6.26          | 5.93          | 6.15          | 5.89  |
| Standard deviation     |      | 2.10  | 2.32              | 1.75   | 2.16 | 1.14  | 2.23  | 2.36  | 1.72 | 2.15         | 2.10          | 1.64  | 0.58                 | 1.99          | 2.61          | 1.88                                    | 2.20  | 1.85               | 1.69          | 2.36          | 2.38          | 2.30  |
| Standard error         |      | 0.20  | 0.34              | 0.23   | 0.88 | 0.51  | 0.40  | 0.44  | 0.23 | 0.23         | 0.66          | 0.47  | 0.33                 | 0.53          | 0.79          | 0.34                                    | 0.37  | 0.36               | 0.36          | 0.43          | 0.56          | 0.53  |

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## Populus MP Panel: May/ June 2018

Table 12  
**Q3. Would you support ...**  
**- Summary**  
**Base: All answering**

|                        | <u>Q3. Summary</u>                       |                                                                                                            |
|------------------------|------------------------------------------|------------------------------------------------------------------------------------------------------------|
|                        | <u>... increasing<br/>the sugar levy</u> | <u>... an<br/>extension of<br/>the sugar levy<br/>to other<br/>products that<br/>are high in<br/>sugar</u> |
| Unweighted Base        | 116                                      | 116                                                                                                        |
| Weighted Base          | 116                                      | 116                                                                                                        |
| Base (answering for %) | 116                                      | 116                                                                                                        |
| Yes                    | 42<br>36%                                | 61<br>53%                                                                                                  |
| No                     | 52<br>45%                                | 37<br>32%                                                                                                  |
| Don't know             | 22<br>19%                                | 17<br>15%                                                                                                  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 13

**Q3. Would you support ...**  
**- ... increasing the sugar levy**  
**Base: All answering**

|                        | Party     |                   |           |          |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |          |
|------------------------|-----------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|----------|
|                        | Total     | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+    |
| Unweighted Base        | 116       | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19       |
| Weighted Base          | 116       | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Base (answering for %) | 116       | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Yes                    | 42<br>36% | 6<br>11%          | 29<br>61% | 4<br>67% | 3<br>50% | 12<br>38% | 11<br>37% | 19<br>35% | 32<br>35%    | 4<br>41%      | 5<br>44% | 1<br>25%             | 7<br>45%      | 4<br>30%      | 7<br>22%                                | 14<br>46% | 8<br>29%           | 7<br>31%      | 10<br>31%     | 9<br>50%      | 9<br>48% |
| No                     | 52<br>45% | 39<br>68%         | 9<br>19%  | 1<br>17% | 3<br>50% | 12<br>38% | 15<br>50% | 25<br>45% | 41<br>45%    | 4<br>40%      | 4<br>38% | 3<br>75%             | 6<br>41%      | 7<br>60%      | 17<br>54%                               | 10<br>31% | 13<br>52%          | 9<br>40%      | 15<br>48%     | 9<br>50%      | 5<br>29% |
| Don't know             | 22<br>19% | 12<br>21%         | 9<br>19%  | 1<br>17% | -<br>-   | 7<br>23%  | 4<br>14%  | 11<br>20% | 18<br>20%    | 2<br>19%      | 2<br>18% | -<br>-               | 2<br>14%      | 1<br>10%      | 8<br>24%                                | 7<br>23%  | 5<br>19%           | 7<br>28%      | 7<br>21%      | -<br>-        | 4<br>23% |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 14

**Q3. Would you support ...****- ... an extension of the sugar levy to other products that are high in sugar****Base: All answering**

|                        | Party     |                   |           |           |          | Age       |           |           | Country      |               |          |                      | Region        |               |                                         |           | First Year Elected |               |               |               |           |
|------------------------|-----------|-------------------|-----------|-----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                        | Total     | Conser-<br>vative | Labour    | SNP       | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base        | 116       | 47                | 57        | 6         | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base          | 116       | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %) | 116       | 57                | 47        | 6         | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Yes                    | 61<br>53% | 17<br>30%         | 35<br>75% | 6<br>100% | 3<br>50% | 21<br>67% | 15<br>49% | 26<br>47% | 46<br>51%    | 9<br>91%      | 5<br>44% | 1<br>25%             | 8<br>56%      | 5<br>40%      | 13<br>40%                               | 21<br>65% | 11<br>43%          | 10<br>44%     | 15<br>48%     | 12<br>65%     | 14<br>75% |
| No                     | 37<br>32% | 30<br>53%         | 5<br>11%  | -<br>-    | 2<br>33% | 6<br>19%  | 12<br>40% | 19<br>35% | 31<br>34%    | 1<br>9%       | 4<br>31% | 2<br>50%             | 4<br>25%      | 6<br>50%      | 14<br>43%                               | 7<br>23%  | 11<br>42%          | 8<br>35%      | 11<br>34%     | 4<br>25%      | 3<br>18%  |
| Don't know             | 17<br>15% | 10<br>17%         | 7<br>14%  | -<br>-    | 1<br>17% | 4<br>14%  | 3<br>11%  | 10<br>18% | 13<br>15%    | -<br>-        | 3<br>25% | 1<br>25%             | 3<br>20%      | 1<br>10%      | 6<br>18%                                | 4<br>12%  | 4<br>14%           | 5<br>21%      | 6<br>18%      | 2<br>10%      | 1<br>7%   |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 15

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Summary**

**Base: All answering**

|                                |     | Q4. Summary                           |                                         |                                                     |                    |                                         |                                     |                                  |                              |                 |
|--------------------------------|-----|---------------------------------------|-----------------------------------------|-----------------------------------------------------|--------------------|-----------------------------------------|-------------------------------------|----------------------------------|------------------------------|-----------------|
|                                |     | Ban on marketing to children under 16 | Targeted intervention with obese people | Statutory limits of sugar, salt and fat per portion | Tax on 'fast food' | Increase the levy on sugary soft drinks | Ban on supermarket price promotions | Tax on chocolate / confectionary | Minimum purchasing age of 12 | Minimum pricing |
| Unweighted Base                |     | 116                                   | 116                                     | 116                                                 | 116                | 116                                     | 116                                 | 116                              | 116                          | 116             |
| Weighted Base                  |     | 116                                   | 116                                     | 116                                                 | 116                | 116                                     | 116                                 | 116                              | 116                          | 116             |
| Base (answering for %)         |     | 115                                   | 114                                     | 114                                                 | 113                | 114                                     | 114                                 | 114                              | 114                          | 114             |
| NET: Acceptable                |     | 72<br>63%                             | 75<br>66%                               | 47<br>41%                                           | 51<br>45%          | 56<br>50%                               | 36<br>32%                           | 45<br>39%                        | 26<br>23%                    | 34<br>30%       |
| Very acceptable                | (5) | 30<br>26%                             | 37<br>33%                               | 20<br>17%                                           | 14<br>12%          | 17<br>15%                               | 12<br>11%                           | 10<br>9%                         | 9<br>8%                      | 8<br>7%         |
| Somewhat acceptable            | (4) | 43<br>37%                             | 38<br>34%                               | 27<br>24%                                           | 37<br>33%          | 39<br>34%                               | 24<br>21%                           | 34<br>30%                        | 18<br>15%                    | 26<br>23%       |
| Neither                        | (3) | 19<br>16%                             | 21<br>19%                               | 18<br>16%                                           | 22<br>20%          | 22<br>19%                               | 26<br>23%                           | 22<br>20%                        | 24<br>21%                    | 24<br>22%       |
| Somewhat unacceptable          | (2) | 17<br>15%                             | 13<br>11%                               | 33<br>29%                                           | 23<br>21%          | 19<br>17%                               | 27<br>23%                           | 27<br>24%                        | 36<br>32%                    | 30<br>26%       |
| Very unacceptable              | (1) | 7<br>6%                               | 4<br>4%                                 | 15<br>13%                                           | 16<br>14%          | 16<br>14%                               | 25<br>22%                           | 19<br>17%                        | 27<br>24%                    | 25<br>22%       |
| NET: Unacceptable              |     | 24<br>21%                             | 17<br>15%                               | 48<br>43%                                           | 39<br>35%          | 36<br>31%                               | 52<br>45%                           | 47<br>41%                        | 63<br>56%                    | 55<br>48%       |
| Skipped                        |     | 1                                     | 2                                       | 2                                                   | 3                  | 2                                       | 2                                   | 2                                | 2                            | 2               |
| Mean                           |     | 3.62                                  | 3.80                                    | 3.03                                                | 3.08               | 3.19                                    | 2.75                                | 2.90                             | 2.51                         | 2.67            |
| Standard deviation             |     | 1.19                                  | 1.13                                    | 1.33                                                | 1.27               | 1.30                                    | 1.30                                | 1.26                             | 1.23                         | 1.25            |
| Standard error                 |     | 0.11                                  | 0.11                                    | 0.12                                                | 0.12               | 0.12                                    | 0.12                                | 0.12                             | 0.12                         | 0.12            |
| SUM: Acceptable - Unacceptable |     | 48<br>42%                             | 58<br>51%                               | -1<br>-1%                                           | 12<br>10%          | 21<br>18%                               | -16<br>-14%                         | -2<br>-2%                        | -37<br>-33%                  | -21<br>-18%     |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 16

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Ban on marketing to children under 16**

**Base: All answering**

|                                   | Party |                   |        |      |       | Age   |       |      | Country      |               |       | Region               |               |               |                                         |       | First Year Elected |               |               |               |       |
|-----------------------------------|-------|-------------------|--------|------|-------|-------|-------|------|--------------|---------------|-------|----------------------|---------------|---------------|-----------------------------------------|-------|--------------------|---------------|---------------|---------------|-------|
|                                   | Total | Conser-<br>vative | Labour | SNP  | Other | 18-44 | 45-54 | 55+  | Eng-<br>land | Scot-<br>land | Wales | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+ |
| Unweighted Base                   | 116   | 47                | 57     | 6    | 6     | 31    | 29    | 56   | 90           | 10            | 12    | 4                    | 14            | 11            | 30                                      | 35    | 26                 | 23            | 30            | 18            | 19    |
| Weighted Base                     | 116   | 57                | 47     | 6    | 6     | 31    | 30    | 55   | 91           | 10            | 12    | 4                    | 15            | 12            | 32                                      | 32    | 26                 | 23            | 31            | 18            | 18    |
| Base (answering for %)            | 115   | 56                | 47     | 6    | 6     | 31    | 29    | 55   | 89           | 10            | 12    | 4                    | 15            | 12            | 31                                      | 32    | 26                 | 23            | 30            | 18            | 18    |
| NET: Acceptable                   | 72    | 17                | 45     | 5    | 5     | 19    | 16    | 37   | 53           | 7             | 9     | 3                    | 7             | 5             | 17                                      | 25    | 15                 | 15            | 18            | 12            | 12    |
|                                   | 63%   | 30%               | 96%    | 83%  | 83%   | 62%   | 55%   | 68%  | 59%          | 77%           | 79%   | 75%                  | 45%           | 40%           | 53%                                     | 78%   | 58%                | 66%           | 61%           | 67%           | 67%   |
| Very acceptable                   | (5)   | 30                | 2      | 23   | 3     | 1     | 7     | 7    | 15           | 21            | 3     | 5                    | -             | 2             | 2                                       | 7     | 11                 | 3             | 6             | 7             | 6     |
|                                   |       | 26%               | 4%     | 49%  | 50%   | 17%   | 22%   | 25%  | 28%          | 24%           | 31%   | 44%                  | -             | 17%           | 14%                                     | 21%   | 34%                | 13%           | 28%           | 23%           | 35%   |
| Somewhat acceptable               | (4)   | 43                | 15     | 22   | 2     | 4     | 12    | 9    | 22           | 31            | 4     | 4                    | 3             | 4             | 3                                       | 10    | 14                 | 12            | 9             | 11            | 6     |
|                                   |       | 37%               | 26%    | 47%  | 33%   | 67%   | 40%   | 30%  | 40%          | 35%           | 46%   | 35%                  | 75%           | 28%           | 27%                                     | 32%   | 44%                | 45%           | 38%           | 37%           | 32%   |
| Neither                           | (3)   | 19                | 16     | 1    | 1     | 1     | 6     | 4    | 8            | 15            | 2     | -                    | 1             | 4             | 8                                       | 2     | 5                  | 3             | 4             | 5             | 2     |
|                                   |       | 16%               | 28%    | 2%   | 17%   | 17%   | 19%   | 15%  | 15%          | 17%           | 23%   | -                    | 25%           | 6%            | 30%                                     | 27%   | 8%                 | 19%           | 13%           | 12%           | 26%   |
| Somewhat unaccep-<br>table        | (2)   | 17                | 17     | -    | -     | -     | 1     | 6    | 10           | 15            | -     | 2                    | -             | 5             | 2                                       | 6     | 1                  | 6             | 4             | 5             | 1     |
|                                   |       | 15%               | 30%    | -    | -     | -     | 4%    | 21%  | 18%          | 16%           | -     | 21%                  | -             | 33%           | 20%                                     | 20%   | 4%                 | 23%           | 16%           | 16%           | 7%    |
| Very unacceptable                 | (1)   | 7                 | 6      | 1    | -     | -     | 4     | 2    | -            | 7             | -     | -                    | -             | 2             | 1                                       | -     | 3                  | -             | 1             | 3             | -     |
|                                   |       | 6%                | 11%    | 2%   | -     | -     | 15%   | 8%   | -            | 8%            | -     | -                    | -             | 17%           | 10%                                     | -     | 10%                | -             | 5%            | 11%           | -     |
| NET: Unacceptable                 | 24    | 23                | 1      | -    | -     | 6     | 8     | 10   | 21           | -             | 2     | -                    | 7             | 4             | 6                                       | 4     | 6                  | 5             | 8             | 1             | 4     |
|                                   | 21%   | 41%               | 2%     | -    | -     | 19%   | 29%   | 18%  | 24%          | -             | 21%   | -                    | 50%           | 30%           | 20%                                     | 14%   | 23%                | 21%           | 27%           | 7%            | 20%   |
| Skipped                           | 1     | 1                 | -      | -    | -     | -     | 1     | -    | 1            | -             | -     | -                    | -             | -             | 1                                       | -     | -                  | -             | 1             | -             | -     |
| Mean                              | 3.62  | 2.83              | 4.42   | 4.33 | 4.00  | 3.51  | 3.43  | 3.78 | 3.51         | 4.08          | 4.02  | 3.75                 | 2.95          | 3.14          | 3.55                                    | 3.88  | 3.47               | 3.67          | 3.46          | 3.96          | 3.70  |
| Standard deviation                | 1.19  | 1.08              | 0.71   | 0.82 | 0.63  | 1.31  | 1.32  | 1.05 | 1.24         | 0.77          | 1.18  | 0.50                 | 1.44          | 1.23          | 1.05                                    | 1.24  | 1.01               | 1.21          | 1.32          | 0.97          | 1.41  |
| Standard error                    | 0.11  | 0.16              | 0.09   | 0.33 | 0.26  | 0.23  | 0.25  | 0.14 | 0.13         | 0.24          | 0.34  | 0.25                 | 0.39          | 0.37          | 0.19                                    | 0.21  | 0.20               | 0.25          | 0.25          | 0.23          | 0.32  |
| SUM: Acceptable -<br>Unacceptable | 48    | -6                | 45     | 5    | 5     | 13    | 7     | 28   | 31           | 7             | 7     | 3                    | -1            | 1             | 10                                      | 20    | 9                  | 10            | 10            | 11            | 8     |
|                                   | 42%   | -11%              | 95%    | 83%  | 83%   | 44%   | 26%   | 50%  | 35%          | 77%           | 58%   | 75%                  | -5%           | 10%           | 34%                                     | 64%   | 34%                | 45%           | 34%           | 60%           | 47%   |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 17

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Targeted intervention with obese people**

**Base: All answering**

|                                   | Party            |                   |           |          |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |           |
|-----------------------------------|------------------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %)            | 114              | 55                | 47        | 6        | 6        | 31        | 29        | 54        | 88           | 10            | 12       | 4                    | 15            | 12            | 30                                      | 32        | 25                 | 23            | 30            | 18            | 18        |
| NET: Acceptable                   | 75<br>66%        | 36<br>67%         | 33<br>70% | 2<br>33% | 4<br>67% | 19<br>63% | 18<br>63% | 38<br>70% | 62<br>70%    | 4<br>38%      | 8<br>65% | 2<br>50%             | 10<br>67%     | 9<br>73%      | 22<br>74%                               | 21<br>68% | 13<br>54%          | 16<br>71%     | 25<br>82%     | 11<br>59%     | 11<br>58% |
| Very acceptable                   | (5)<br>37<br>33% | 15<br>27%         | 21<br>44% | 2<br>33% | -<br>-   | 11<br>36% | 12<br>41% | 14<br>27% | 31<br>35%    | 4<br>38%      | 3<br>25% | -<br>-               | 5<br>36%      | 2<br>17%      | 10<br>34%                               | 13<br>42% | 6<br>25%           | 5<br>23%      | 11<br>37%     | 7<br>41%      | 7<br>41%  |
| Somewhat acceptable               | (4)<br>38<br>34% | 22<br>40%         | 12<br>26% | -<br>-   | 4<br>67% | 8<br>27%  | 7<br>23%  | 24<br>43% | 32<br>36%    | -<br>-        | 5<br>40% | 2<br>50%             | 4<br>30%      | 7<br>57%      | 12<br>40%                               | 8<br>26%  | 7<br>29%           | 11<br>48%     | 14<br>46%     | 3<br>18%      | 3<br>18%  |
| Neither                           | (3)<br>21<br>19% | 10<br>18%         | 7<br>16%  | 3<br>50% | 1<br>17% | 6<br>19%  | 7<br>23%  | 9<br>16%  | 14<br>16%    | 3<br>31%      | 3<br>25% | 1<br>25%             | 4<br>28%      | 1<br>10%      | 4<br>12%                                | 5<br>17%  | 6<br>23%           | 5<br>20%      | 3<br>11%      | 4<br>25%      | 3<br>17%  |
| Somewhat unaccep-<br>table        | (2)<br>13<br>11% | 5<br>9%           | 6<br>12%  | 1<br>17% | 1<br>17% | 5<br>15%  | 3<br>10%  | 5<br>9%   | 7<br>8%      | 3<br>31%      | 1<br>10% | 1<br>25%             | 1<br>6%       | 1<br>7%       | 3<br>10%                                | 3<br>9%   | 2<br>8%            | 2<br>9%       | 1<br>4%       | 3<br>16%      | 5<br>25%  |
| Very unacceptable                 | (1)<br>4<br>4%   | 4<br>7%           | 1<br>2%   | -<br>-   | -<br>-   | 1<br>3%   | 1<br>4%   | 2<br>4%   | 4<br>5%      | -<br>-        | -<br>-   | -<br>-               | -<br>-        | 1<br>10%      | 1<br>4%                                 | 2<br>6%   | 4<br>15%           | -<br>-        | 1<br>3%       | -<br>-        | -<br>-    |
| NET: Unacceptable                 | 17<br>15%        | 8<br>16%          | 7<br>14%  | 1<br>17% | 1<br>17% | 6<br>18%  | 4<br>14%  | 8<br>14%  | 12<br>13%    | 3<br>31%      | 1<br>10% | 1<br>25%             | 1<br>6%       | 2<br>17%      | 4<br>14%                                | 5<br>16%  | 6<br>23%           | 2<br>9%       | 2<br>7%       | 3<br>16%      | 5<br>25%  |
| Skipped                           | 2                | 2                 | -         | -        | -        | -         | 1         | 1         | 2            | -             | -        | -                    | -             | -             | 2                                       | -         | 1                  | -             | 1             | -             | -         |
| Mean                              | 3.80             | 3.71              | 3.98      | 3.50     | 3.50     | 3.78      | 3.86      | 3.78      | 3.87         | 3.44          | 3.79     | 3.25                 | 3.97          | 3.63          | 3.91                                    | 3.87      | 3.41               | 3.85          | 4.10          | 3.85          | 3.74      |
| Standard deviation                | 1.13             | 1.16              | 1.13      | 1.22     | 0.84     | 1.19      | 1.20      | 1.09      | 1.14         | 1.35          | 0.97     | 0.96                 | 0.96          | 1.19          | 1.12                                    | 1.25      | 1.37               | 0.89          | 0.95          | 1.16          | 1.26      |
| Standard error                    | 0.11             | 0.17              | 0.15      | 0.50     | 0.34     | 0.21      | 0.23      | 0.15      | 0.12         | 0.43          | 0.28     | 0.48                 | 0.26          | 0.36          | 0.21                                    | 0.21      | 0.27               | 0.19          | 0.18          | 0.27          | 0.29      |
| SUM: Acceptable -<br>Unacceptable | 58<br>51%        | 28<br>51%         | 26<br>56% | 1<br>17% | 3<br>50% | 14<br>45% | 14<br>49% | 30<br>56% | 50<br>57%    | 1<br>6%       | 6<br>55% | 1<br>25%             | 9<br>61%      | 7<br>57%      | 18<br>61%                               | 16<br>52% | 8<br>31%           | 14<br>62%     | 23<br>76%     | 8<br>44%      | 6<br>34%  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 18

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Statutory limits of sugar, salt and fat per portion**

**Base: All answering**

|                                   | Party            |                   |           |          |          | Age       |            |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |          |
|-----------------------------------|------------------|-------------------|-----------|----------|----------|-----------|------------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|----------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54      | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+    |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6        | 31        | 29         | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19       |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6        | 31        | 30         | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Base (answering for %)            | 114              | 55                | 47        | 6        | 6        | 31        | 29         | 54        | 88           | 10            | 12       | 4                    | 15            | 12            | 30                                      | 32        | 25                 | 23            | 30            | 18            | 18       |
| NET: Acceptable                   | 47<br>41%        | 8<br>16%          | 31<br>67% | 3<br>50% | 4<br>67% | 14<br>47% | 9<br>32%   | 23<br>43% | 34<br>39%    | 5<br>48%      | 6<br>51% | 2<br>50%             | 7<br>44%      | 2<br>20%      | 8<br>28%                                | 17<br>53% | 11<br>44%          | 7<br>29%      | 10<br>34%     | 10<br>57%     | 9<br>50% |
| Very acceptable                   | (5)<br>20<br>17% | 1<br>2%           | 16<br>35% | 1<br>17% | 1<br>17% | 6<br>19%  | 6<br>22%   | 8<br>14%  | 16<br>18%    | 1<br>10%      | 2<br>21% | -<br>-               | 3<br>20%      | 2<br>14%      | 3<br>12%                                | 8<br>26%  | 3<br>14%           | 1<br>4%       | 6<br>19%      | 3<br>19%      | 6<br>34% |
| Somewhat acceptable               | (4)<br>27<br>24% | 7<br>13%          | 15<br>32% | 2<br>33% | 3<br>50% | 9<br>28%  | 3<br>10%   | 16<br>29% | 18<br>20%    | 4<br>38%      | 3<br>30% | 2<br>50%             | 4<br>25%      | 1<br>7%       | 5<br>16%                                | 9<br>27%  | 7<br>30%           | 6<br>26%      | 4<br>14%      | 7<br>37%      | 3<br>16% |
| Neither                           | (3)<br>18<br>16% | 10<br>18%         | 6<br>12%  | 2<br>33% | 1<br>17% | 3<br>9%   | 6<br>22%   | 10<br>18% | 13<br>15%    | 3<br>29%      | 1<br>10% | 1<br>25%             | 1<br>6%       | 2<br>20%      | 8<br>26%                                | 2<br>8%   | 2<br>8%            | 6<br>27%      | 5<br>18%      | 2<br>12%      | 3<br>15% |
| Somewhat unaccep-<br>table        | (2)<br>33<br>29% | 23<br>42%         | 8<br>18%  | 1<br>17% | 1<br>17% | 8<br>26%  | 7<br>25%   | 18<br>33% | 28<br>32%    | 1<br>10%      | 3<br>28% | 1<br>25%             | 5<br>33%      | 7<br>60%      | 9<br>31%                                | 7<br>21%  | 9<br>35%           | 8<br>33%      | 11<br>38%     | 4<br>24%      | 2<br>9%  |
| Very unacceptable                 | (1)<br>15<br>13% | 13<br>24%         | 2<br>4%   | -<br>-   | -<br>-   | 6<br>19%  | 6<br>21%   | 3<br>6%   | 13<br>14%    | 1<br>13%      | 1<br>10% | -<br>-               | 2<br>17%      | -<br>-        | 4<br>15%                                | 6<br>18%  | 3<br>13%           | 2<br>11%      | 3<br>11%      | 1<br>7%       | 5<br>27% |
| NET: Unacceptable                 | 48<br>43%        | 36<br>67%         | 10<br>21% | 1<br>17% | 1<br>17% | 14<br>44% | 13<br>46%  | 21<br>39% | 41<br>46%    | 2<br>23%      | 4<br>38% | 1<br>25%             | 7<br>50%      | 7<br>60%      | 14<br>46%                               | 12<br>39% | 12<br>48%          | 10<br>43%     | 15<br>49%     | 5<br>31%      | 7<br>36% |
| Skipped                           | 2                | 2                 | -         | -        | -        | -         | 1          | 1         | 2            | -             | -        | -                    | -             | -             | 2                                       | -         | 1                  | -             | 1             | -             | -        |
| Mean                              | 3.03             | 2.27              | 3.77      | 3.50     | 3.67     | 3.03      | 2.86       | 3.12      | 2.97         | 3.23          | 3.24     | 3.25                 | 2.97          | 2.74          | 2.79                                    | 3.23      | 2.97               | 2.79          | 2.93          | 3.39          | 3.21     |
| Standard deviation                | 1.33             | 1.05              | 1.21      | 1.05     | 1.03     | 1.45      | 1.46       | 1.20      | 1.36         | 1.22          | 1.40     | 0.96                 | 1.47          | 1.11          | 1.24                                    | 1.50      | 1.34               | 1.08          | 1.34          | 1.27          | 1.67     |
| Standard error                    | 0.12             | 0.16              | 0.16      | 0.43     | 0.42     | 0.26      | 0.28       | 0.16      | 0.14         | 0.39          | 0.40     | 0.48                 | 0.39          | 0.34          | 0.23                                    | 0.25      | 0.27               | 0.22          | 0.25          | 0.30          | 0.38     |
| SUM: Acceptable -<br>Unacceptable | -1<br>-1%        | -28<br>-51%       | 21<br>46% | 2<br>33% | 3<br>50% | 1<br>2%   | -4<br>-15% | 2<br>4%   | -6<br>-7%    | 2<br>25%      | 1<br>13% | 1<br>25%             | -1<br>-6%     | -5<br>-39%    | -5<br>-18%                              | 5<br>15%  | -1<br>-4%          | -3<br>-14%    | -5<br>-15%    | 5<br>26%      | 3<br>14% |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 19

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Tax on 'fast food'**

**Base: All answering**

|                                   | Party            |                   |           |          |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |           |
|-----------------------------------|------------------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %)            | 113              | 55                | 47        | 6        | 5        | 31        | 29        | 53        | 88           | 10            | 12       | 3                    | 15            | 12            | 30                                      | 32        | 25                 | 23            | 29            | 18            | 18        |
| NET: Acceptable                   | 51<br>45%        | 11<br>20%         | 32<br>68% | 5<br>83% | 3<br>60% | 14<br>45% | 13<br>44% | 25<br>46% | 36<br>41%    | 7<br>77%      | 6<br>55% | 1<br>33%             | 4<br>25%      | 4<br>30%      | 13<br>43%                               | 16<br>51% | 10<br>41%          | 14<br>62%     | 10<br>34%     | 7<br>41%      | 10<br>53% |
| Very acceptable                   | (5)<br>14<br>12% | -<br>-            | 11<br>23% | 2<br>33% | 1<br>20% | 5<br>17%  | 3<br>12%  | 5<br>10%  | 9<br>10%     | 2<br>21%      | 3<br>23% | -<br>-               | 1<br>6%       | 2<br>20%      | 2<br>6%                                 | 4<br>13%  | 2<br>10%           | 3<br>12%      | 2<br>6%       | 4<br>20%      | 3<br>18%  |
| Somewhat acceptable               | (4)<br>37<br>33% | 11<br>20%         | 21<br>46% | 3<br>50% | 2<br>40% | 9<br>28%  | 9<br>32%  | 19<br>36% | 27<br>31%    | 5<br>57%      | 4<br>32% | 1<br>33%             | 3<br>20%      | 1<br>10%      | 11<br>37%                               | 12<br>38% | 8<br>31%           | 12<br>51%     | 8<br>28%      | 4<br>20%      | 6<br>35%  |
| Neither                           | (3)<br>22<br>20% | 15<br>27%         | 7<br>14%  | 1<br>17% | -<br>-   | 5<br>16%  | 6<br>20%  | 11<br>21% | 19<br>22%    | 2<br>23%      | 1<br>7%  | -<br>-               | 4<br>30%      | 4<br>30%      | 7<br>23%                                | 4<br>13%  | 3<br>12%           | 4<br>18%      | 7<br>22%      | 4<br>24%      | 4<br>25%  |
| Somewhat unaccep-<br>table        | (2)<br>23<br>21% | 16<br>29%         | 7<br>14%  | -<br>-   | 1<br>20% | 7<br>23%  | 4<br>14%  | 12<br>23% | 19<br>22%    | -<br>-        | 3<br>28% | 1<br>33%             | 4<br>28%      | 2<br>20%      | 8<br>26%                                | 5<br>16%  | 7<br>30%           | 1<br>5%       | 9<br>31%      | 4<br>24%      | 2<br>9%   |
| Very unacceptable                 | (1)<br>16<br>14% | 13<br>24%         | 2<br>4%   | -<br>-   | 1<br>20% | 5<br>16%  | 6<br>21%  | 5<br>10%  | 14<br>16%    | -<br>-        | 1<br>10% | 1<br>33%             | 2<br>17%      | 2<br>20%      | 2<br>8%                                 | 7<br>21%  | 4<br>18%           | 3<br>15%      | 4<br>13%      | 2<br>11%      | 2<br>13%  |
| NET: Unacceptable                 | 39<br>35%        | 29<br>53%         | 8<br>18%  | -<br>-   | 2<br>40% | 12<br>39% | 10<br>35% | 17<br>32% | 33<br>37%    | -<br>-        | 4<br>38% | 2<br>67%             | 7<br>44%      | 5<br>40%      | 10<br>34%                               | 11<br>36% | 12<br>48%          | 5<br>20%      | 13<br>43%     | 6<br>35%      | 4<br>22%  |
| Skipped                           | 3                | 2                 | -         | -        | 1        | -         | 1         | 2         | 2            | -             | -        | 1                    | -             | -             | 2                                       | -         | 1                  | -             | 2             | -             | -         |
| Mean                              | 3.08             | 2.42              | 3.70      | 4.17     | 3.20     | 3.07      | 3.00      | 3.14      | 2.98         | 3.98          | 3.28     | 2.33                 | 2.70          | 2.91          | 3.06                                    | 3.07      | 2.85               | 3.39          | 2.84          | 3.15          | 3.35      |
| Standard deviation                | 1.27             | 1.07              | 1.09      | 0.75     | 1.64     | 1.37      | 1.36      | 1.17      | 1.26         | 0.70          | 1.42     | 1.53                 | 1.17          | 1.44          | 1.10                                    | 1.39      | 1.33               | 1.24          | 1.16          | 1.34          | 1.29      |
| Standard error                    | 0.12             | 0.16              | 0.14      | 0.31     | 0.73     | 0.25      | 0.26      | 0.16      | 0.13         | 0.22          | 0.41     | 0.88                 | 0.31          | 0.43          | 0.21                                    | 0.24      | 0.27               | 0.26          | 0.22          | 0.32          | 0.30      |
| SUM: Acceptable -<br>Unacceptable | 12<br>10%        | -18<br>-33%       | 24<br>51% | 5<br>83% | 1<br>20% | 2<br>6%   | 3<br>9%   | 7<br>14%  | 3<br>4%      | 7<br>77%      | 2<br>16% | -1<br>-33%           | -3<br>-19%    | -1<br>-10%    | 3<br>9%                                 | 5<br>15%  | -2<br>-7%          | 10<br>42%     | -3<br>-9%     | 1<br>6%       | 6<br>31%  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 20

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Increase the levy on sugary soft drinks**

**Base: All answering**

|                                   | Party            |                   |           |          |          | Age       |           |           | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |           |
|-----------------------------------|------------------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|-----------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+     |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19        |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18        |
| Base (answering for %)            | 114              | 55                | 47        | 6        | 6        | 31        | 29        | 54        | 88           | 10            | 12       | 4                    | 15            | 12            | 30                                      | 32        | 25                 | 23            | 30            | 18            | 18        |
| NET: Acceptable                   | 56<br>50%        | 15<br>27%         | 34<br>72% | 5<br>83% | 3<br>50% | 14<br>47% | 13<br>47% | 29<br>53% | 43<br>48%    | 7<br>69%      | 6<br>51% | 1<br>25%             | 7<br>45%      | 5<br>40%      | 14<br>47%                               | 17<br>55% | 13<br>52%          | 14<br>61%     | 11<br>36%     | 9<br>50%      | 10<br>53% |
| Very acceptable                   | (5)<br>17<br>15% | -<br>-            | 16<br>35% | -<br>-   | 1<br>17% | 5<br>16%  | 5<br>17%  | 8<br>14%  | 14<br>16%    | -<br>-        | 3<br>30% | -<br>-               | 2<br>11%      | 2<br>20%      | 2<br>6%                                 | 8<br>26%  | 3<br>13%           | 3<br>15%      | 4<br>14%      | 2<br>9%       | 5<br>27%  |
| Somewhat acceptable               | (4)<br>39<br>34% | 15<br>27%         | 17<br>37% | 5<br>83% | 2<br>33% | 9<br>31%  | 9<br>29%  | 21<br>39% | 29<br>33%    | 7<br>69%      | 2<br>21% | 1<br>25%             | 5<br>33%      | 2<br>20%      | 12<br>42%                               | 9<br>29%  | 10<br>39%          | 11<br>46%     | 7<br>22%      | 7<br>41%      | 5<br>26%  |
| Neither                           | (3)<br>22<br>19% | 10<br>18%         | 10<br>21% | 1<br>17% | 1<br>17% | 7<br>23%  | 8<br>28%  | 6<br>12%  | 17<br>19%    | 2<br>19%      | 2<br>18% | 1<br>25%             | 2<br>14%      | 1<br>10%      | 7<br>22%                                | 7<br>22%  | 3<br>12%           | 3<br>13%      | 6<br>20%      | 5<br>26%      | 5<br>27%  |
| Somewhat unaccep-<br>table        | (2)<br>19<br>17% | 19<br>36%         | -<br>-    | -<br>-   | -<br>-   | 4<br>12%  | 1<br>4%   | 15<br>27% | 16<br>18%    | -<br>-        | 4<br>31% | -<br>-               | 4<br>25%      | 5<br>40%      | 6<br>20%                                | 1<br>4%   | 6<br>25%           | 4<br>16%      | 7<br>24%      | 2<br>14%      | -<br>-    |
| Very unacceptable                 | (1)<br>16<br>14% | 11<br>20%         | 3<br>7%   | -<br>-   | 2<br>33% | 5<br>18%  | 6<br>21%  | 5<br>9%   | 13<br>15%    | 1<br>13%      | -<br>-   | 2<br>50%             | 2<br>17%      | 1<br>10%      | 3<br>11%                                | 6<br>19%  | 3<br>12%           | 2<br>10%      | 6<br>19%      | 2<br>10%      | 4<br>20%  |
| NET: Unacceptable                 | 36<br>31%        | 30<br>56%         | 3<br>7%   | -<br>-   | 2<br>33% | 9<br>30%  | 7<br>25%  | 19<br>36% | 29<br>33%    | 1<br>13%      | 4<br>31% | 2<br>50%             | 6<br>41%      | 6<br>50%      | 9<br>31%                                | 7<br>23%  | 9<br>36%           | 6<br>25%      | 13<br>43%     | 4<br>24%      | 4<br>20%  |
| Skipped                           | 2                | 2                 | -         | -        | -        | -         | 1         | 1         | 2            | -             | -        | -                    | -             | -             | 2                                       | -         | 1                  | -             | 1             | -             | -         |
| Mean                              | 3.19             | 2.51              | 3.93      | 3.83     | 3.00     | 3.15      | 3.18      | 3.23      | 3.17         | 3.44          | 3.50     | 2.25                 | 2.98          | 3.01          | 3.10                                    | 3.38      | 3.18               | 3.41          | 2.88          | 3.25          | 3.40      |
| Standard deviation                | 1.30             | 1.10              | 1.10      | 0.41     | 1.67     | 1.35      | 1.38      | 1.24      | 1.31         | 1.05          | 1.27     | 1.50                 | 1.35          | 1.40          | 1.14                                    | 1.44      | 1.29               | 1.23          | 1.35          | 1.15          | 1.45      |
| Standard error                    | 0.12             | 0.16              | 0.15      | 0.17     | 0.68     | 0.24      | 0.26      | 0.17      | 0.14         | 0.33          | 0.37     | 0.75                 | 0.36          | 0.42          | 0.22                                    | 0.24      | 0.26               | 0.26          | 0.25          | 0.27          | 0.33      |
| SUM: Acceptable -<br>Unacceptable | 21<br>18%        | -16<br>-29%       | 31<br>65% | 5<br>83% | 1<br>17% | 5<br>17%  | 6<br>21%  | 9<br>17%  | 14<br>16%    | 5<br>56%      | 2<br>20% | -1<br>-25%           | *<br>3%       | -1<br>-10%    | 5<br>16%                                | 10<br>31% | 4<br>16%           | 8<br>36%      | -2<br>-7%     | 5<br>26%      | 6<br>33%  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 21

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Ban on supermarket price promotions**

**Base: All answering**

|                                   | Party            |                   |           |          |            | Age        |            |            | Country      |               |          | Region               |               |               |                                         |           | First Year Elected |               |               |               |          |
|-----------------------------------|------------------|-------------------|-----------|----------|------------|------------|------------|------------|--------------|---------------|----------|----------------------|---------------|---------------|-----------------------------------------|-----------|--------------------|---------------|---------------|---------------|----------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other      | 18-44      | 45-54      | 55+        | Eng-<br>land | Scot-<br>land | Wales    | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+    |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6          | 31         | 29         | 56         | 90           | 10            | 12       | 4                    | 14            | 11            | 30                                      | 35        | 26                 | 23            | 30            | 18            | 19       |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6          | 31         | 30         | 55         | 91           | 10            | 12       | 4                    | 15            | 12            | 32                                      | 32        | 26                 | 23            | 31            | 18            | 18       |
| Base (answering for %)            | 114              | 56                | 46        | 6        | 6          | 30         | 29         | 55         | 89           | 10            | 12       | 4                    | 15            | 12            | 30                                      | 32        | 26                 | 23            | 30            | 18            | 17       |
| NET: Acceptable                   | 36<br>32%        | 4<br>7%           | 26<br>55% | 5<br>83% | 2<br>33%   | 9<br>30%   | 9<br>30%   | 19<br>34%  | 25<br>28%    | 5<br>52%      | 5<br>44% | 1<br>25%             | 5<br>33%      | 2<br>20%      | 4<br>14%                                | 14<br>43% | 7<br>29%           | 5<br>22%      | 7<br>24%      | 9<br>48%      | 8<br>46% |
| Very acceptable                   | (5)<br>12<br>11% | -<br>-            | 9<br>20%  | 2<br>33% | 1<br>17%   | 2<br>8%    | 4<br>13%   | 6<br>11%   | 7<br>7%      | 2<br>21%      | 3<br>30% | -<br>-               | 1<br>6%       | 1<br>7%       | 1<br>3%                                 | 4<br>13%  | 2<br>10%           | 2<br>8%       | 2<br>6%       | 4<br>20%      | 2<br>14% |
| Somewhat acceptable               | (4)<br>24<br>21% | 4<br>7%           | 16<br>36% | 3<br>50% | 1<br>17%   | 7<br>22%   | 5<br>17%   | 13<br>23%  | 18<br>21%    | 3<br>31%      | 2<br>14% | 1<br>25%             | 4<br>28%      | 2<br>14%      | 3<br>11%                                | 9<br>30%  | 5<br>19%           | 3<br>14%      | 6<br>18%      | 5<br>27%      | 6<br>32% |
| Neither                           | (3)<br>26<br>23% | 13<br>24%         | 11<br>23% | 1<br>17% | 1<br>17%   | 7<br>24%   | 8<br>27%   | 11<br>20%  | 19<br>22%    | 5<br>48%      | 1<br>10% | 1<br>25%             | 1<br>6%       | 4<br>30%      | 8<br>27%                                | 7<br>21%  | 6<br>22%           | 7<br>31%      | 5<br>15%      | 5<br>28%      | 4<br>21% |
| Somewhat unaccep-<br>table        | (2)<br>27<br>23% | 21<br>37%         | 5<br>11%  | -<br>-   | 1<br>17%   | 8<br>27%   | 4<br>15%   | 14<br>25%  | 23<br>26%    | -<br>-        | 4<br>31% | -<br>-               | 4<br>25%      | 4<br>30%      | 10<br>32%                               | 6<br>19%  | 6<br>24%           | 3<br>14%      | 11<br>38%     | 3<br>18%      | 2<br>14% |
| Very unacceptable                 | (1)<br>25<br>22% | 18<br>33%         | 5<br>11%  | -<br>-   | 2<br>33%   | 5<br>18%   | 8<br>28%   | 12<br>21%  | 21<br>24%    | -<br>-        | 2<br>14% | 2<br>50%             | 5<br>36%      | 2<br>20%      | 8<br>28%                                | 5<br>17%  | 7<br>25%           | 8<br>33%      | 7<br>23%      | 1<br>6%       | 3<br>19% |
| NET: Unacceptable                 | 52<br>45%        | 39<br>70%         | 10<br>21% | -<br>-   | 3<br>50%   | 14<br>46%  | 13<br>44%  | 26<br>46%  | 44<br>50%    | -<br>-        | 5<br>45% | 2<br>50%             | 9<br>61%      | 6<br>50%      | 18<br>60%                               | 11<br>36% | 13<br>49%          | 11<br>47%     | 18<br>61%     | 4<br>24%      | 6<br>33% |
| Skipped                           | 2                | 1                 | 1         | -        | -          | 1          | 1          | -          | 2            | -             | -        | -                    | -             | -             | 2                                       | -         | -                  | -             | 1             | -             | 1        |
| Mean                              | 2.75             | 2.04              | 3.43      | 4.17     | 2.67       | 2.75       | 2.71       | 2.77       | 2.61         | 3.72          | 3.14     | 2.25                 | 2.42          | 2.57          | 2.29                                    | 3.03      | 2.64               | 2.51          | 2.45          | 3.39          | 3.09     |
| Standard deviation                | 1.30             | 0.92              | 1.24      | 0.75     | 1.63       | 1.24       | 1.39       | 1.31       | 1.27         | 0.83          | 1.55     | 1.50                 | 1.41          | 1.20          | 1.09                                    | 1.32      | 1.33               | 1.32          | 1.21          | 1.19          | 1.37     |
| Standard error                    | 0.12             | 0.14              | 0.17      | 0.31     | 0.67       | 0.23       | 0.26       | 0.18       | 0.13         | 0.26          | 0.45     | 0.75                 | 0.38          | 0.36          | 0.21                                    | 0.22      | 0.26               | 0.28          | 0.22          | 0.28          | 0.32     |
| SUM: Acceptable -<br>Unacceptable | -16<br>-14%      | -35<br>-63%       | 16<br>34% | 5<br>83% | -1<br>-17% | -5<br>-15% | -4<br>-14% | -7<br>-12% | -19<br>-22%  | 5<br>52%      | *<br>-1% | -1<br>-25%           | -4<br>-27%    | -4<br>-29%    | -14<br>-46%                             | 2<br>7%   | -5<br>-21%         | -6<br>-24%    | -11<br>-37%   | 4<br>24%      | 2<br>13% |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 22

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Tax on chocolate / confectionary**

**Base: All answering**

|                                   | Party            |                   |           |          |          | Age       |           |           | Country      |               |            |                       | Region        |               |                                         |           |                | First Year Elected |               |               |           |  |
|-----------------------------------|------------------|-------------------|-----------|----------|----------|-----------|-----------|-----------|--------------|---------------|------------|-----------------------|---------------|---------------|-----------------------------------------|-----------|----------------|--------------------|---------------|---------------|-----------|--|
|                                   | Total            | Conser-<br>vative | Labour    | SNP      | Other    | 18-44     | 45-54     | 55+       | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>lands | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North     | Before<br>2001 | 2001-<br>2009      | 2010-<br>2014 | 2015-<br>2016 | 2017+     |  |
| Unweighted Base                   | 116              | 47                | 57        | 6        | 6        | 31        | 29        | 56        | 90           | 10            | 12         | 4                     | 14            | 11            | 30                                      | 35        | 26             | 23                 | 30            | 18            | 19        |  |
| Weighted Base                     | 116              | 57                | 47        | 6        | 6        | 31        | 30        | 55        | 91           | 10            | 12         | 4                     | 15            | 12            | 32                                      | 32        | 26             | 23                 | 31            | 18            | 18        |  |
| Base (answering for %)            | 114              | 55                | 47        | 6        | 6        | 31        | 29        | 54        | 88           | 10            | 12         | 4                     | 15            | 12            | 30                                      | 32        | 25             | 23                 | 30            | 18            | 18        |  |
| NET: Acceptable                   | 45<br>39%        | 8<br>16%          | 28<br>60% | 4<br>67% | 4<br>67% | 11<br>38% | 12<br>42% | 21<br>39% | 33<br>38%    | 5<br>50%      | 4<br>37%   | 2<br>50%              | 4<br>28%      | 4<br>30%      | 10<br>34%                               | 16<br>49% | 9<br>37%       | 9<br>39%           | 8<br>25%      | 8<br>47%      | 10<br>58% |  |
| Very acceptable                   | (5)<br>10<br>9%  | -<br>-            | 8<br>18%  | 1<br>17% | 1<br>17% | 2<br>8%   | 3<br>12%  | 4<br>8%   | 6<br>7%      | 1<br>10%      | 3<br>30%   | -<br>-                | 1<br>6%       | 2<br>14%      | -<br>-                                  | 3<br>10%  | 2<br>10%       | 2<br>8%            | 2<br>6%       | 2<br>10%      | 2<br>14%  |  |
| Somewhat acceptable               | (4)<br>34<br>30% | 8<br>16%          | 20<br>42% | 3<br>50% | 3<br>50% | 9<br>29%  | 9<br>30%  | 17<br>31% | 28<br>31%    | 4<br>39%      | 1<br>7%    | 2<br>50%              | 3<br>22%      | 2<br>17%      | 10<br>34%                               | 12<br>39% | 7<br>27%       | 7<br>31%           | 6<br>20%      | 7<br>37%      | 8<br>44%  |  |
| Neither                           | (3)<br>22<br>20% | 10<br>18%         | 11<br>23% | 2<br>33% | -<br>-   | 5<br>17%  | 5<br>18%  | 12<br>23% | 17<br>19%    | 4<br>42%      | 2<br>14%   | -<br>-                | 2<br>17%      | 2<br>20%      | 6<br>20%                                | 6<br>18%  | 5<br>20%       | 5<br>20%           | 5<br>18%      | 5<br>29%      | 2<br>13%  |  |
| Somewhat unaccep-<br>table        | (2)<br>27<br>24% | 21<br>38%         | 6<br>12%  | -<br>-   | 1<br>17% | 8<br>27%  | 6<br>20%  | 13<br>25% | 21<br>23%    | 1<br>9%       | 5<br>42%   | 1<br>25%              | 4<br>30%      | 4<br>30%      | 8<br>27%                                | 5<br>14%  | 4<br>17%       | 6<br>26%           | 11<br>38%     | 3<br>17%      | 3<br>16%  |  |
| Very unacceptable                 | (1)<br>19<br>17% | 16<br>29%         | 2<br>5%   | -<br>-   | 1<br>17% | 6<br>19%  | 6<br>21%  | 8<br>14%  | 17<br>20%    | -<br>-        | 1<br>7%    | 1<br>25%              | 4<br>25%      | 2<br>20%      | 6<br>19%                                | 6<br>18%  | 7<br>26%       | 3<br>15%           | 6<br>19%      | 1<br>7%       | 2<br>13%  |  |
| NET: Unacceptable                 | 47<br>41%        | 36<br>67%         | 8<br>18%  | -<br>-   | 2<br>33% | 14<br>46% | 12<br>41% | 21<br>39% | 38<br>43%    | 1<br>9%       | 6<br>49%   | 2<br>50%              | 8<br>55%      | 6<br>50%      | 14<br>46%                               | 10<br>32% | 11<br>43%      | 9<br>41%           | 17<br>57%     | 4<br>24%      | 5<br>29%  |  |
| Skipped                           | 2                | 2                 | -         | -        | -        | -         | 1         | 1         | 2            | -             | -          | -                     | -             | -             | 2                                       | -         | 1              | -                  | 1             | -             | -         |  |
| Mean                              | 2.90             | 2.20              | 3.54      | 3.83     | 3.33     | 2.81      | 2.92      | 2.94      | 2.81         | 3.52          | 3.11       | 2.75                  | 2.53          | 2.74          | 2.68                                    | 3.10      | 2.78           | 2.91               | 2.55          | 3.26          | 3.29      |  |
| Standard deviation                | 1.26             | 1.03              | 1.09      | 0.75     | 1.51     | 1.29      | 1.37      | 1.20      | 1.26         | 0.84          | 1.46       | 1.50                  | 1.28          | 1.38          | 1.15                                    | 1.31      | 1.39           | 1.24               | 1.18          | 1.10          | 1.30      |  |
| Standard error                    | 0.12             | 0.15              | 0.14      | 0.31     | 0.61     | 0.23      | 0.26      | 0.16      | 0.13         | 0.26          | 0.42       | 0.75                  | 0.34          | 0.41          | 0.22                                    | 0.22      | 0.28           | 0.26               | 0.22          | 0.26          | 0.30      |  |
| SUM: Acceptable -<br>Unacceptable | -2<br>-2%        | -28<br>-51%       | 20<br>42% | 4<br>67% | 2<br>33% | -3<br>-8% | *<br>1%   | *<br>*    | -5<br>-5%    | 4<br>41%      | -1<br>-12% | -<br>-                | -4<br>-27%    | -2<br>-20%    | -4<br>-13%                              | 5<br>17%  | -1<br>-6%      | -1<br>-2%          | -9<br>-32%    | 4<br>23%      | 5<br>28%  |  |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 23

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Minimum purchasing age of 12**

**Base: All answering**

|                                   | Party            |                   |           |            |            | Age         |             |             | Country      |               |            | Region               |               |               |                                         |            | First Year Elected |               |               |               |            |
|-----------------------------------|------------------|-------------------|-----------|------------|------------|-------------|-------------|-------------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|------------|--------------------|---------------|---------------|---------------|------------|
|                                   | Total            | Conser-<br>vative | Labour    | SNP        | Other      | 18-44       | 45-54       | 55+         | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North      | Before<br>2001     | 2001-<br>2009 | 2010-<br>2014 | 2015-<br>2016 | 2017+      |
| Unweighted Base                   | 116              | 47                | 57        | 6          | 6          | 31          | 29          | 56          | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35         | 26                 | 23            | 30            | 18            | 19         |
| Weighted Base                     | 116              | 57                | 47        | 6          | 6          | 31          | 30          | 55          | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32         | 26                 | 23            | 31            | 18            | 18         |
| Base (answering for %)            | 114              | 55                | 47        | 6          | 6          | 31          | 29          | 54          | 88           | 10            | 12         | 4                    | 15            | 12            | 30                                      | 32         | 25                 | 23            | 30            | 18            | 18         |
| NET: Acceptable                   | 26<br>23%        | 6<br>11%          | 17<br>37% | 2<br>33%   | 1<br>17%   | 6<br>18%    | 6<br>21%    | 15<br>28%   | 20<br>22%    | 2<br>21%      | 5<br>40%   | -<br>-               | 3<br>20%      | 4<br>30%      | 5<br>15%                                | 9<br>27%   | 7<br>30%           | 4<br>19%      | 6<br>20%      | 4<br>20%      | 5<br>27%   |
| Very acceptable                   | (5)<br>9<br>8%   | 1<br>2%           | 7<br>14%  | 1<br>17%   | -<br>-     | 4<br>12%    | 3<br>9%     | 2<br>5%     | 7<br>8%      | 1<br>10%      | 1<br>7%    | -<br>-               | 1<br>6%       | 2<br>14%      | 1<br>3%                                 | 4<br>12%   | 2<br>10%           | -<br>-        | 2<br>7%       | 3<br>15%      | 2<br>9%    |
| Somewhat acceptable               | (4)<br>18<br>15% | 5<br>9%           | 11<br>23% | 1<br>17%   | 1<br>17%   | 2<br>6%     | 3<br>11%    | 12<br>23%   | 13<br>14%    | 1<br>10%      | 4<br>33%   | -<br>-               | 2<br>14%      | 2<br>17%      | 4<br>12%                                | 5<br>16%   | 5<br>20%           | 4<br>19%      | 4<br>14%      | 1<br>6%       | 3<br>18%   |
| Neither                           | (3)<br>24<br>21% | 8<br>16%          | 12<br>26% | 1<br>17%   | 2<br>33%   | 8<br>26%    | 6<br>20%    | 10<br>19%   | 19<br>22%    | 2<br>19%      | 1<br>7%    | 2<br>50%             | 5<br>36%      | 1<br>10%      | 6<br>20%                                | 7<br>21%   | 4<br>17%           | 4<br>19%      | 8<br>27%      | 4<br>24%      | 3<br>18%   |
| Somewhat unaccep-<br>table        | (2)<br>36<br>32% | 19<br>36%         | 12<br>25% | 2<br>33%   | 3<br>50%   | 9<br>28%    | 7<br>25%    | 20<br>37%   | 26<br>30%    | 4<br>38%      | 4<br>35%   | 2<br>50%             | 3<br>20%      | 2<br>20%      | 14<br>45%                               | 7<br>23%   | 9<br>37%           | 9<br>40%      | 9<br>30%      | 4<br>20%      | 5<br>28%   |
| Very unacceptable                 | (1)<br>27<br>24% | 21<br>38%         | 6<br>12%  | 1<br>17%   | -<br>-     | 8<br>28%    | 10<br>34%   | 9<br>17%    | 23<br>26%    | 2<br>23%      | 2<br>18%   | -<br>-               | 4<br>25%      | 5<br>40%      | 6<br>19%                                | 9<br>28%   | 4<br>17%           | 5<br>23%      | 7<br>23%      | 6<br>35%      | 5<br>27%   |
| NET: Unacceptable                 | 63<br>56%        | 40<br>73%         | 17<br>37% | 3<br>50%   | 3<br>50%   | 17<br>56%   | 17<br>60%   | 29<br>54%   | 49<br>56%    | 6<br>61%      | 6<br>53%   | 2<br>50%             | 7<br>44%      | 7<br>60%      | 19<br>64%                               | 16<br>52%  | 13<br>54%          | 14<br>63%     | 16<br>53%     | 10<br>56%     | 10<br>55%  |
| Skipped                           | 2                | 2                 | -         | -          | -          | -           | 1           | 1           | 2            | -             | -          | -                    | -             | -             | 2                                       | -          | 1                  | -             | 1             | -             | -          |
| Mean                              | 2.51             | 2.02              | 3.02      | 2.83       | 2.67       | 2.47        | 2.36        | 2.62        | 2.48         | 2.48          | 2.77       | 2.50                 | 2.56          | 2.44          | 2.34                                    | 2.59       | 2.70               | 2.33          | 2.51          | 2.44          | 2.55       |
| Standard deviation                | 1.23             | 1.05              | 1.25      | 1.47       | 0.82       | 1.31        | 1.33        | 1.15        | 1.25         | 1.31          | 1.33       | 0.58                 | 1.21          | 1.54          | 1.03                                    | 1.37       | 1.27               | 1.05          | 1.20          | 1.44          | 1.34       |
| Standard error                    | 0.12             | 0.16              | 0.17      | 0.60       | 0.33       | 0.23        | 0.25        | 0.16        | 0.13         | 0.41          | 0.38       | 0.29                 | 0.32          | 0.47          | 0.19                                    | 0.23       | 0.25               | 0.22          | 0.22          | 0.34          | 0.31       |
| SUM: Acceptable -<br>Unacceptable | -37<br>-33%      | -34<br>-62%       | -<br>-    | -1<br>-17% | -2<br>-33% | -12<br>-38% | -11<br>-39% | -14<br>-26% | -30<br>-34%  | -4<br>-40%    | -1<br>-12% | -2<br>-50%           | -4<br>-25%    | -4<br>-29%    | -15<br>-49%                             | -8<br>-24% | -6<br>-24%         | -10<br>-44%   | -10<br>-32%   | -6<br>-35%    | -5<br>-28% |

## Populus MP Panel: May/ June 2018

Absolutes/col percents

Table 24

**Q4. How acceptable do you think it would be to introduce the following measures on foods high in fat, salt or sugar in order to try to tackle obesity?**

**- Minimum pricing**

**Base: All answering**

|                                   |     | Party       |                   |           |          |          | Age        |            |            | Country      |               |            |                      | Region        |               |                                         |            |                | First Year Elected |               |               |          |  |
|-----------------------------------|-----|-------------|-------------------|-----------|----------|----------|------------|------------|------------|--------------|---------------|------------|----------------------|---------------|---------------|-----------------------------------------|------------|----------------|--------------------|---------------|---------------|----------|--|
|                                   |     | Total       | Conser-<br>vative | Labour    | SNP      | Other    | 18-44      | 45-54      | 55+        | Eng-<br>land | Scot-<br>land | Wales      | Nrtn<br>Ire-<br>land | Mid-<br>lands | South<br>West | Grt<br>London<br>, SE &<br>East<br>-ern | North      | Before<br>2001 | 2001-<br>2009      | 2010-<br>2014 | 2015-<br>2016 | 2017+    |  |
| Unweighted Base                   |     | 116         | 47                | 57        | 6        | 6        | 31         | 29         | 56         | 90           | 10            | 12         | 4                    | 14            | 11            | 30                                      | 35         | 26             | 23                 | 30            | 18            | 19       |  |
| Weighted Base                     |     | 116         | 57                | 47        | 6        | 6        | 31         | 30         | 55         | 91           | 10            | 12         | 4                    | 15            | 12            | 32                                      | 32         | 26             | 23                 | 31            | 18            | 18       |  |
| Base (answering for %)            |     | 114         | 55                | 47        | 6        | 6        | 31         | 29         | 54         | 88           | 10            | 12         | 4                    | 15            | 12            | 30                                      | 32         | 25             | 23                 | 30            | 18            | 18       |  |
| NET: Acceptable                   |     | 34<br>30%   | 8<br>16%          | 20<br>42% | 4<br>67% | 2<br>33% | 8<br>27%   | 9<br>30%   | 17<br>32%  | 26<br>29%    | 4<br>41%      | 3<br>30%   | 1<br>25%             | 7<br>47%      | 4<br>30%      | 6<br>19%                                | 9<br>30%   | 8<br>33%       | 6<br>24%           | 4<br>13%      | 8<br>43%      | 9<br>50% |  |
| Very acceptable                   | (5) | 8<br>7%     | -<br>-            | 7<br>16%  | 1<br>17% | -<br>-   | 3<br>11%   | 2<br>6%    | 3<br>6%    | 6<br>7%      | 1<br>10%      | 2<br>14%   | -<br>-               | 1<br>6%       | 2<br>14%      | 3<br>19%                                | 2<br>8%    | 2<br>10%       | -<br>-             | 1<br>3%       | 3<br>15%      | 2<br>14% |  |
| Somewhat acceptable               | (4) | 26<br>23%   | 8<br>16%          | 12<br>26% | 3<br>50% | 2<br>33% | 5<br>16%   | 7<br>24%   | 14<br>26%  | 20<br>23%    | 3<br>31%      | 2<br>16%   | 1<br>25%             | 6<br>42%      | 2<br>17%      | 5<br>16%                                | 7<br>22%   | 6<br>23%       | 6<br>24%           | 3<br>10%      | 5<br>28%      | 7<br>36% |  |
| Neither                           | (3) | 24<br>22%   | 7<br>13%          | 13<br>28% | 2<br>33% | 2<br>33% | 8<br>25%   | 5<br>17%   | 12<br>22%  | 19<br>22%    | 2<br>21%      | 2<br>21%   | 1<br>25%             | 2<br>11%      | 2<br>20%      | 8<br>28%                                | 7<br>21%   | 5<br>21%       | 7<br>29%           | 8<br>26%      | 3<br>17%      | 2<br>10% |  |
| Somewhat unaccep-<br>table        | (2) | 30<br>26%   | 18<br>33%         | 11<br>23% | -<br>-   | 1<br>17% | 7<br>23%   | 9<br>30%   | 14<br>26%  | 21<br>24%    | 2<br>26%      | 6<br>49%   | 1<br>25%             | 1<br>8%       | 2<br>20%      | 8<br>27%                                | 9<br>29%   | 3<br>12%       | 7<br>28%           | 12<br>41%     | 6<br>33%      | 2<br>14% |  |
| Very unacceptable                 | (1) | 25<br>22%   | 21<br>38%         | 3<br>7%   | -<br>-   | 1<br>17% | 7<br>24%   | 7<br>24%   | 11<br>20%  | 23<br>26%    | 1<br>13%      | -<br>-     | 1<br>25%             | 5<br>33%      | 4<br>30%      | 8<br>26%                                | 7<br>21%   | 9<br>35%       | 4<br>18%           | 6<br>20%      | 1<br>7%       | 5<br>27% |  |
| NET: Unacceptable                 |     | 55<br>48%   | 39<br>71%         | 14<br>30% | -<br>-   | 2<br>33% | 14<br>47%  | 15<br>53%  | 25<br>46%  | 43<br>49%    | 4<br>38%      | 6<br>49%   | 2<br>50%             | 6<br>41%      | 6<br>50%      | 16<br>53%                               | 16<br>49%  | 11<br>46%      | 11<br>47%          | 18<br>61%     | 7<br>40%      | 7<br>40% |  |
| Skipped                           |     | 2           | 2                 | -         | -        | -        | -          | 1          | 1          | 2            | -             | -          | -                    | -             | -             | 2                                       | -          | 1              | -                  | 1             | -             | -        |  |
| Mean                              |     | 2.67        | 2.07              | 3.21      | 3.83     | 2.83     | 2.68       | 2.58       | 2.72       | 2.61         | 3.01          | 2.95       | 2.50                 | 2.78          | 2.64          | 2.43                                    | 2.68       | 2.62           | 2.59               | 2.34          | 3.11          | 2.96     |  |
| Standard deviation                |     | 1.25        | 1.07              | 1.18      | 0.75     | 1.17     | 1.33       | 1.26       | 1.23       | 1.27         | 1.28          | 1.15       | 1.29                 | 1.47          | 1.47          | 1.14                                    | 1.26       | 1.44           | 1.07               | 1.02          | 1.25          | 1.49     |  |
| Standard error                    |     | 0.12        | 0.16              | 0.16      | 0.31     | 0.48     | 0.24       | 0.24       | 0.17       | 0.14         | 0.41          | 0.33       | 0.65                 | 0.39          | 0.44          | 0.22                                    | 0.21       | 0.29           | 0.22               | 0.19          | 0.29          | 0.34     |  |
| SUM: Acceptable -<br>Unacceptable |     | -21<br>-18% | -30<br>-56%       | 6<br>12%  | 4<br>67% | -<br>-   | -6<br>-20% | -7<br>-24% | -8<br>-14% | -18<br>-20%  | *<br>3%       | -2<br>-19% | -1<br>-25%           | 1<br>6%       | -2<br>-20%    | -10<br>-34%                             | -6<br>-19% | -3<br>-13%     | -5<br>-23%         | -14<br>-48%   | 1<br>3%       | 2<br>9%  |  |