

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 1

Q.1 How effective 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 respondents

		Measures			
		Targeted intervention with obese people	Tax on sugary soft drinks	Ban on supermarket price promotions (for example, buy- one-get-one- free)	Tax on chocolate/ confectionery
Unweighted base		2005	2005	2005	2005
Weighted base		2005	2005	2005	2005
Very effective	(+2)	284 14%	238 12%	138 7%	146 7%
Quite effective	(+1)	749 37%	582 29%	455 23%	466 23%
Neither	(0)	533 27%	355 18%	477 24%	441 22%
Quite ineffective	(-1)	288 14%	517 26%	544 27%	582 29%
Very ineffective	(-2)	150 7%	314 16%	391 20%	370 18%
NET: Effective		1034 52%	819 41%	592 30%	612 31%
NET: Ineffective		438 22%	831 41%	936 47%	951 47%
NET: Effective - ineffective		596 30%	-11 -1%	-344 -17%	-339 -17%
Mean		0.36	-0.04	-0.30	-0.28
Standard deviation		1.12	1.28	1.21	1.21
Standard error		0.02	0.03	0.03	0.03

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Table 2

Q.1 How effective 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 respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Very effective	(+2)	284 14%	130 13%	154 15%	60 26%	50 14%	58 18%	39 11%	37 9%	40 9%	86 16%	88 16%	50 11%	60 12%	27 16%	8 10%	41 18%	16 9%	17 9%	19 13%	16 15%	31 16%	26 10%	47 17%	37 21%	40 17%	141 16%
Quite effective	(+1)	749 37%	379 39%	371 36%	89 38%	163 47%	109 33%	127 36%	99 34%	162 36%	221 41%	217 40%	151 35%	161 33%	56 32%	36 43%	81 35%	65 38%	61 34%	58 39%	40 39%	69 35%	106 40%	110 39%	68 38%	96 40%	351 39%
Neither	(0)	533 27%	257 26%	276 27%	48 21%	72 21%	80 24%	112 31%	86 30%	136 30%	121 22%	111 21%	138 32%	163 33%	50 29%	16 19%	54 23%	47 27%	59 33%	38 26%	30 30%	53 27%	72 27%	68 24%	45 26%	51 21%	219 24%
Quite ineffective	(-1)	288 14%	135 14%	153 15%	28 12%	38 11%	59 18%	45 13%	45 16%	74 17%	78 15%	84 16%	55 13%	70 14%	29 16%	18 22%	34 15%	25 15%	27 15%	19 13%	12 12%	27 14%	33 12%	45 16%	18 10%	39 16%	125 14%
Very ineffective	(-2)	150 7%	75 8%	75 7%	8 3%	25 7%	23 7%	34 10%	22 8%	37 8%	33 6%	39 7%	43 10%	35 7%	12 7%	6 7%	20 9%	18 10%	16 9%	13 9%	4 4%	15 8%	27 10%	11 4%	8 5%	14 6%	59 7%
NET: Effective		1034 52%	509 52%	525 51%	149 64%	212 61%	168 51%	167 47%	136 47%	202 45%	307 57%	305 57%	201 46%	221 45%	84 48%	44 52%	122 53%	80 47%	78 43%	77 52%	56 54%	99 51%	132 50%	156 56%	105 59%	136 57%	492 55%
NET: Ineffective		438 22%	211 22%	227 22%	36 15%	63 18%	82 25%	79 22%	67 23%	111 25%	112 21%	123 23%	98 22%	105 21%	40 23%	24 29%	55 24%	43 25%	43 24%	32 22%	16 16%	42 22%	60 23%	56 20%	26 15%	53 22%	184 21%
NET: Effective - ineffective		596 30%	298 31%	298 29%	113 49%	149 43%	86 26%	88 25%	69 24%	91 20%	195 36%	181 34%	103 23%	116 24%	43 25%	20 23%	67 29%	37 22%	34 19%	45 30%	39 38%	58 30%	72 27%	101 36%	79 45%	83 35%	308 34%
Mean		0.36	0.36	0.37	0.71	0.50	0.37	0.26	0.29	0.21	0.46	0.43	0.25	0.29	0.34	0.26	0.38	0.21	0.19	0.34	0.50	0.38	0.27	0.49	0.61	0.46	0.43
Standard deviation		1.12	1.11	1.13	1.08	1.09	1.17	1.11	1.11	1.08	1.11	1.15	1.12	1.08	1.13	1.12	1.19	1.13	1.09	1.13	1.02	1.14	1.12	1.07	1.07	1.12	1.11
Standard error		0.02	0.03	0.04	0.08	0.06	0.06	0.06	0.07	0.05	0.04	0.05	0.06	0.05	0.08	0.12	0.08	0.08	0.08	0.09	0.10	0.08	0.08	0.07	0.08	0.07	0.04

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Table 3

Q.1 How effective 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 sugary soft drinks

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Very effective	(+2)	238 12%	104 11%	133 13%	34 15%	44 13%	41 12%	38 11%	23 8%	57 13%	63 12%	73 13%	40 9%	61 12%	15 9%	5 6%	33 14%	14 8%	13 7%	15 10%	14 14%	26 13%	41 16%	33 12%	29 16%	19 8%	118 13%
Quite effective	(+1)	582 29%	288 29%	294 29%	80 34%	93 27%	89 27%	93 26%	85 29%	143 32%	188 35%	157 29%	129 30%	107 22%	52 30%	31 37%	56 24%	47 28%	52 29%	43 34%	35 34%	51 26%	68 26%	97 34%	50 28%	80 33%	248 28%
Neither	(0)	355 18%	178 18%	176 17%	35 15%	57 17%	63 19%	73 20%	48 16%	78 17%	84 16%	79 15%	112 18%	39 22%	8 10%	44 19%	28 16%	40 22%	17 11%	13 13%	37 19%	49 19%	45 16%	33 19%	38 16%	152 17%	
Quite ineffective	(-1)	517 26%	248 25%	268 26%	58 25%	82 24%	83 25%	82 23%	91 31%	121 27%	134 25%	153 28%	99 23%	130 27%	45 26%	22 26%	60 26%	51 30%	47 26%	44 29%	27 26%	50 26%	59 22%	73 26%	39 22%	79 33%	216 24%
Very ineffective	(-2)	314 16%	158 16%	156 15%	27 11%	70 20%	53 16%	71 20%	43 15%	50 11%	70 13%	78 14%	87 20%	79 16%	23 13%	17 21%	37 16%	31 18%	28 15%	30 20%	13 13%	31 16%	46 17%	33 12%	26 15%	24 10%	161 18%
NET: Effective		819 41%	392 40%	428 42%	113 49%	137 39%	130 39%	131 37%	108 37%	200 45%	230 47%	170 43%	168 39%	67 34%	36 43%	89 38%	61 36%	65 36%	58 39%	49 48%	76 39%	110 42%	129 46%	79 45%	99 41%	365 41%	
NET: Ineffective		831 41%	406 42%	425 41%	84 36%	153 44%	136 41%	153 43%	133 46%	171 38%	203 38%	231 43%	187 43%	210 43%	68 39%	40 47%	98 42%	82 48%	75 41%	74 50%	40 39%	81 42%	105 40%	106 38%	65 37%	103 43%	377 42%
NET: Effective - ineffective		-11 -1%	-14 -1%	3 *	29 13%	-16 -5%	-6 -2%	-22 -6%	-25 -9%	29 6%	48 9%	-1 *	-17 -4%	-42 -9%	* *	-4 -4%	-9 -4%	-21 -12%	-10 -5%	-16 -11%	9 9%	-4 -2%	5 2%	24 9%	14 8%	-4 -2%	-12 -1%
Mean		-0.04	-0.07	-0.02	0.16	-0.12	-0.05	-0.16	-0.15	0.08	0.08	-0.01	-0.15	-0.12	-0.05	-0.19	-0.06	-0.22	-0.13	-0.21	0.11	-0.05	*	0.08	0.09	-0.04	-0.06
Standard deviation		1.28	1.27	1.29	1.27	1.35	1.29	1.30	1.23	1.24	1.26	1.30	1.29	1.27	1.20	1.29	1.31	1.25	1.20	1.33	1.29	1.30	1.35	1.24	1.32	1.18	1.33
Standard error		0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.05	0.05	0.05	0.07	0.06	0.09	0.14	0.09	0.09	0.09	0.11	0.12	0.09	0.09	0.08	0.10	0.08	0.05

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Absolutes/col percents

Table 4

Q.1 How effective 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 (for example, buy-one-get-one-free)

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Very effective	(+2)	138 7%	58 6%	80 8%	14 6%	16 5%	33 10%	18 5%	18 6%	40 9%	45 8%	40 7%	20 5%	33 7%	16 9%	1 2%	19 8%	10 6%	9 5%	6 4%	8 8%	12 6%	21 8%	19 7%	17 10%	14 6%	60 7%
Quite effective	(+1)	455 23%	217 22%	237 23%	55 23%	96 28%	59 18%	67 19%	68 23%	111 25%	143 27%	119 22%	88 20%	105 21%	40 23%	15 17%	45 19%	35 20%	46 26%	43 29%	16 16%	46 24%	54 20%	66 23%	50 28%	54 22%	201 22%
Neither	(0)	477 24%	239 25%	238 23%	66 28%	65 19%	75 23%	103 29%	62 21%	107 24%	127 24%	121 22%	95 22%	133 27%	52 30%	24 29%	47 20%	38 22%	42 23%	23 16%	28 27%	48 25%	63 24%	76 27%	37 21%	53 22%	210 23%
Quite ineffective	(-1)	544 27%	275 28%	269 26%	62 27%	91 26%	86 26%	90 25%	86 30%	129 29%	137 25%	161 30%	112 26%	134 27%	42 24%	19 22%	79 34%	49 29%	51 28%	42 29%	32 31%	50 26%	66 25%	73 26%	42 24%	78 32%	227 25%
Very ineffective	(-2)	391 20%	186 19%	205 20%	37 16%	81 23%	77 23%	79 22%	55 19%	63 14%	87 16%	98 18%	122 28%	84 17%	25 15%	25 30%	41 18%	39 23%	32 18%	34 23%	17 17%	38 19%	61 23%	47 17%	31 18%	42 18%	197 22%
NET: Effective		592 30%	275 28%	317 31%	68 29%	112 32%	91 28%	85 24%	86 30%	150 33%	188 35%	160 30%	108 25%	137 28%	55 32%	16 19%	64 28%	44 26%	55 31%	48 33%	24 24%	59 30%	74 28%	85 30%	67 38%	67 28%	262 29%
NET: Ineffective		936 47%	462 47%	474 46%	99 42%	171 49%	163 50%	169 47%	142 49%	192 43%	224 42%	259 48%	234 54%	219 45%	67 38%	44 52%	120 52%	88 52%	83 46%	77 52%	50 49%	88 45%	127 48%	120 43%	73 41%	120 50%	423 47%
NET: Effective - ineffective		-344 -17%	-186 -19%	-157 -15%	-31 -13%	-60 -17%	-72 -22%	-84 -23%	-56 -19%	-42 -9%	-37 -7%	-99 -18%	-126 -29%	-82 -17%	-12 -7%	-28 -33%	-56 -24%	-44 -26%	-28 -15%	-28 -19%	-25 -25%	-29 -15%	-53 -20%	-35 -12%	-6 -3%	-53 -22%	-162 -18%
Mean		-0.30	-0.32	-0.27	-0.23	-0.36	-0.35	-0.40	-0.32	-0.15	-0.15	-0.29	-0.52	-0.27	-0.12	-0.62	-0.34	-0.43	-0.28	-0.38	-0.34	-0.28	-0.35	-0.22	-0.11	-0.34	-0.33
Standard deviation		1.21	1.18	1.24	1.15	1.23	1.29	1.17	1.20	1.22	1.21	1.22	1.17	1.18	1.14	1.21	1.21	1.17	1.23	1.17	1.21	1.25	1.18	1.27	1.17	1.23	
Standard error		0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.12	0.08	0.09	0.10	0.11	0.08	0.09	0.07	0.09	0.08	0.04	

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 5

Q.1 How effective 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/confectionery

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Very effective	(+2)	146 7%	68 7%	78 8%	28 12%	24 7%	29 9%	16 5%	16 6%	33 7%	39 7%	31 7%	39 8%	10 6%	3 3%	16 7%	13 8%	9 5%	8 5%	8 7%	17 9%	24 9%	21 7%	18 10%	14 6%	66 7%	
Quite effective	(+1)	466 23%	219 22%	248 24%	75 32%	81 23%	71 22%	72 20%	57 20%	109 24%	124 28%	99 23%	90 18%	42 24%	21 24%	52 22%	33 19%	41 23%	31 21%	24 23%	41 21%	58 22%	86 31%	39 22%	63 26%	200 22%	
Neither	(0)	441 22%	218 22%	224 22%	38 16%	76 22%	78 24%	88 25%	65 22%	96 21%	108 20%	114 21%	124 22%	51 25%	11 13%	52 23%	37 22%	40 22%	23 15%	21 21%	42 22%	69 26%	53 19%	43 24%	45 19%	197 22%	
Quite ineffective	(-1)	582 29%	276 28%	306 30%	65 28%	97 28%	73 22%	97 27%	99 34%	149 33%	148 27%	177 33%	109 25%	148 30%	49 28%	26 31%	70 30%	54 32%	54 30%	30 30%	52 27%	61 23%	83 30%	50 28%	84 35%	243 27%	
Very ineffective	(-2)	370 18%	196 20%	174 17%	26 11%	69 20%	77 24%	84 23%	52 18%	62 14%	93 17%	86 16%	103 23%	88 18%	24 13%	40 29%	33 17%	36 20%	35 24%	20 19%	42 21%	52 20%	38 13%	27 16%	34 14%	189 21%	
NET: Effective		612 31%	287 29%	325 32%	104 44%	105 30%	101 31%	88 25%	73 25%	142 32%	163 35%	130 30%	129 26%	52 30%	23 28%	68 29%	46 27%	50 28%	39 26%	31 30%	58 30%	82 31%	107 38%	56 32%	78 32%	266 30%	
NET: Ineffective		951 47%	472 48%	479 47%	91 39%	167 48%	150 46%	181 51%	151 52%	211 47%	241 45%	263 49%	212 48%	236 48%	71 41%	50 59%	110 48%	88 51%	90 50%	86 58%	50 49%	94 48%	114 43%	121 43%	77 44%	118 49%	432 48%
NET: Effective - ineffective		-339 -17%	-186 -19%	-154 -15%	13 5%	-62 -18%	-50 -15%	-93 -26%	-78 -27%	-70 -15%	-51 -10%	-100 -18%	-82 -19%	-106 -22%	-19 -11%	-27 -32%	-43 -18%	-42 -25%	-40 -22%	-47 -32%	-19 -19%	-36 -19%	-32 -12%	-14 -5%	-21 -12%	-40 -17%	-167 -19%
Mean		-0.28	-0.32	-0.24	0.06	-0.31	-0.30	-0.45	-0.39	-0.22	-0.20	-0.27	-0.35	-0.32	-0.18	-0.57	-0.29	-0.37	-0.37	-0.50	-0.30	-0.32	-0.23	-0.11	-0.17	-0.25	-0.32
Standard deviation		1.21	1.22	1.21	1.24	1.22	1.29	1.18	1.15	1.17	1.22	1.19	1.26	1.20	1.12	1.23	1.20	1.21	1.18	1.22	1.23	1.26	1.25	1.20	1.23	1.17	1.24
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.07	0.05	0.05	0.07	0.05	0.08	0.13	0.08	0.09	0.09	0.10	0.12	0.09	0.09	0.07	0.09	0.08	0.04	

Sugar Tax Survey

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Absolutes/col percents

Table 6
Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?
Summary
Base: All respondents

	Statements					
	Would reduce obesity in the UK significantly	Would unfairly affect one type of product, because there is sugar in many kinds of food	Would penalise the majority of the population who drink soft drinks responsibly	Would be an example of the 'nanny state' infringing on individuals' civil liberty	Would inevitably lead to taxing sugar in other products	Would, like taxes on alcohol and cigarettes, increase in amount substantially in the years after it is first introduced
Unweighted base	2005	2005	2005	2005	2005	2005
Weighted base	2005	2005	2005	2005	2005	2005
Agee strongly (+2)	128 6%	506 25%	648 32%	582 29%	572 29%	548 27%
Agree somewhat (+1)	521 26%	884 44%	705 35%	603 30%	991 49%	789 39%
Neither (0)	468 23%	402 20%	355 18%	480 24%	333 17%	483 24%
Disagree somewhat (-1)	561 28%	162 8%	220 11%	242 12%	85 4%	116 6%
Disagree strongly (-2)	328 16%	52 3%	77 4%	97 5%	24 1%	69 3%
NET: Agree	648 32%	1390 69%	1353 67%	1186 59%	1563 78%	1337 67%
NET: Disagree	889 44%	214 11%	297 15%	339 17%	109 5%	185 9%
NET: Agree - disagree	-241 -12%	1176 59%	1055 53%	846 42%	1455 73%	1152 57%
Mean	-0.22	0.81	0.81	0.66	1.00	0.81
Standard deviation	1.18	0.99	1.12	1.16	0.85	1.01
Standard error	0.03	0.02	0.02	0.03	0.02	0.02

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Absolutes/col percents

Table 7
Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?
Would reduce obesity in the UK significantly
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Public	Private		
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	128 6%	54 5%	74 7%	19 8%	26 7%	18 5%	19 5%	17 6%	28 6%	40 7%	30 6%	25 6%	32 7%	13 7%	1 1%	11 5%	10 6%	10 5%	9 7%	13 7%	16 6%	13 5%	22 13%	10 4%	62 7%	
Agree somewhat	(+1)	521 26%	267 27%	254 25%	76 32%	81 23%	75 23%	85 24%	66 23%	138 31%	166 31%	144 27%	100 23%	112 25%	43 26%	21 31%	70 23%	39 25%	46 23%	33 29%	29 20%	38 26%	70 25%	88 18%	41 20%	69 25%	224
Neither	(0)	468 23%	227 23%	241 23%	60 26%	71 20%	90 27%	88 25%	64 22%	94 21%	119 22%	112 21%	126 29%	110 23%	54 31%	20 24%	50 22%	41 24%	45 25%	32 21%	51 26%	67 25%	50 18%	36 20%	49 20%	219 25%	
Disagree somewhat	(-1)	561 28%	265 27%	296 29%	44 19%	104 30%	83 25%	99 28%	99 34%	133 30%	143 26%	166 31%	99 23%	153 31%	37 21%	19 23%	61 27%	49 29%	47 26%	33 33%	53 27%	80 30%	93 33%	42 24%	75 31%	235 26%	
Disagree strongly	(-2)	328 16%	165 17%	163 16%	34 15%	66 19%	64 19%	66 18%	42 15%	56 12%	72 13%	87 16%	87 20%	82 17%	27 15%	23 27%	38 16%	32 19%	34 19%	26 17%	9 9%	39 20%	31 12%	35 13%	35 20%	37 16%	155 17%
NET: Agree		648 32%	320 33%	328 32%	95 41%	106 31%	93 28%	104 29%	84 29%	166 37%	206 38%	174 32%	125 29%	144 29%	56 32%	22 26%	81 35%	49 29%	55 31%	43 29%	38 37%	52 27%	86 33%	101 36%	64 36%	79 33%	285 32%
NET: Disagree		889 44%	430 44%	459 45%	78 34%	170 49%	146 44%	164 46%	141 49%	189 42%	215 40%	253 47%	186 42%	235 48%	64 37%	42 50%	99 43%	80 47%	80 45%	73 49%	43 42%	91 47%	112 42%	129 46%	76 43%	113 47%	390 44%
NET: Agree - disagree		-241 -12%	-109 -11%	-131 -13%	17 7%	-63 -18%	-54 -16%	-60 -17%	-58 -20%	-22 -5%	-9 -2%	-79 -15%	-61 -14%	-92 -19%	-8 -5%	-20 -24%	-17 -8%	-32 -19%	-25 -14%	-29 -20%	-4 -4%	-39 -20%	-25 -10%	-28 -10%	-13 -7%	-34 -14%	-105 -12%
Mean		-0.22	-0.23	-0.21	0.01	-0.30	-0.30	-0.30	-0.29	-0.11	-0.08	-0.25	-0.28	-0.29	-0.13	-0.50	-0.19	-0.31	-0.27	-0.30	-0.05	-0.33	-0.15	-0.18	-0.14	-0.25	-0.22
Standard deviation		1.18	1.18	1.19	1.20	1.23	1.18	1.18	1.15	1.16	1.18	1.18	1.19	1.18	1.17	1.18	1.18	1.19	1.20	1.15	1.20	1.13	1.14	1.32	1.15	1.20	
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.12	0.08	0.08	0.09	0.10	0.11	0.08	0.08	0.10	0.08	0.04	

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 8

**Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?
Would unfairly affect one type of product, because there is sugar in many kinds of food**

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	506 25%	254 26%	252 24%	51 22%	91 26%	93 28%	95 27%	80 28%	96 21%	111 21%	130 24%	129 30%	135 28%	37 21%	32 38%	59 26%	49 29%	36 20%	47 32%	25 24%	48 25%	60 23%	59 21%	54 30%	51 21%	238 27%
Agree somewhat	(+1)	884 44%	398 41%	485 47%	106 45%	159 46%	130 39%	156 44%	124 43%	210 47%	241 45%	236 44%	203 46%	203 42%	72 41%	27 32%	104 45%	72 43%	85 47%	68 46%	54 53%	83 43%	106 40%	148 53%	64 37%	112 47%	397 44%
Neither	(0)	402 20%	205 21%	196 19%	56 24%	71 21%	73 22%	71 20%	45 16%	86 19%	107 20%	116 21%	74 17%	105 22%	47 27%	18 22%	43 19%	34 20%	35 19%	24 16%	15 15%	42 21%	67 25%	41 15%	37 21%	57 24%	170 19%
Disagree somewhat	(-1)	162 8%	90 9%	72 7%	16 7%	19 6%	24 7%	24 7%	32 11%	46 10%	63 12%	47 9%	24 6%	28 6%	15 8%	5 6%	15 6%	13 7%	15 9%	7 5%	7 6%	17 9%	25 10%	24 9%	18 10%	17 7%	64 7%
Disagree strongly	(-2)	52 3%	29 3%	23 2%	4 2%	6 2%	9 3%	12 3%	8 3%	13 3%	17 3%	10 2%	7 2%	18 4%	3 2%	1 2%	9 4%	2 1%	9 5%	2 1%	2 2%	5 2%	6 2%	9 3%	3 1%	3 1%	25 3%
NET: Agree		1390 69%	653 67%	737 72%	157 67%	250 72%	223 68%	251 70%	203 70%	305 68%	353 65%	367 68%	332 76%	339 69%	110 63%	59 71%	163 71%	122 71%	121 67%	115 78%	78 77%	131 67%	166 63%	206 74%	118 67%	164 68%	635 71%
NET: Disagree		214 11%	119 12%	95 9%	20 9%	26 7%	34 10%	35 10%	41 14%	58 13%	80 15%	57 11%	31 7%	45 9%	18 10%	6 8%	24 10%	15 9%	25 14%	9 6%	9 9%	22 11%	31 12%	33 12%	21 12%	20 8%	89 10%
NET: Agree - disagree		1176 59%	534 55%	642 62%	137 59%	224 65%	189 57%	216 60%	163 56%	247 55%	273 51%	309 57%	301 69%	293 60%	92 53%	53 63%	139 60%	107 63%	96 53%	106 72%	70 68%	109 56%	134 51%	173 62%	97 55%	144 60%	546 61%
Mean		0.81	0.78	0.85	0.79	0.89	0.83	0.84	0.81	0.73	0.68	0.80	0.97	0.84	0.72	1.00	0.82	0.90	0.68	1.02	0.90	0.79	0.71	0.79	0.84	0.80	0.85
Standard deviation		0.99	1.03	0.95	0.92	0.92	1.01	1.00	1.05	1.00	1.03	0.97	0.91	1.01	0.96	1.00	1.02	0.95	1.05	0.89	0.91	0.99	1.00	0.97	1.02	0.90	0.99
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.07	0.07	0.08	0.07	0.09	0.07	0.06	0.08	0.06	0.04	0.04

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 9

Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?

Would penalise the majority of the population who drink soft drinks responsibly

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	648 32%	323 33%	325 32%	73 31%	120 35%	129 39%	107 30%	103 36%	116 26%	136 25%	168 31%	169 39%	174 36%	46 26%	37 45%	89 38%	64 37%	50 28%	53 36%	39 38%	51 26%	81 30%	84 30%	54 31%	75 31%	314 35%
Agree somewhat	(+1)	705 35%	340 35%	366 36%	75 32%	128 37%	91 28%	135 38%	98 34%	179 40%	207 38%	198 37%	130 30%	171 35%	65 37%	21 24%	81 35%	52 31%	69 38%	50 34%	24 24%	70 36%	97 37%	109 39%	67 38%	87 36%	302 34%
Neither	(0)	355 18%	161 16%	194 19%	48 21%	64 18%	59 18%	64 18%	51 17%	70 16%	103 19%	90 17%	78 18%	83 17%	36 21%	18 21%	33 14%	30 18%	38 21%	21 14%	22 21%	43 22%	47 18%	46 17%	21 12%	42 17%	159 18%
Disagree somewhat	(-1)	220 11%	111 11%	109 11%	28 12%	28 8%	36 11%	39 11%	26 9%	63 14%	70 13%	64 12%	46 10%	41 8%	22 12%	8 10%	21 9%	17 10%	16 9%	17 12%	13 12%	21 11%	29 11%	31 11%	26 15%	33 14%	88 10%
Disagree strongly	(-2)	77 4%	42 4%	35 3%	9 4%	8 2%	15 4%	12 3%	12 4%	21 5%	23 4%	19 4%	14 3%	21 4%	6 3%	- -	6 3%	7 4%	8 5%	7 5%	5 4%	9 5%	10 4%	10 4%	8 5%	3 1%	31 4%
NET: Agree		1353 67%	663 68%	690 67%	148 64%	248 71%	220 67%	242 68%	200 69%	295 66%	343 64%	366 68%	299 68%	345 70%	111 64%	58 69%	170 74%	116 68%	119 66%	103 70%	63 62%	121 62%	178 67%	193 69%	121 69%	162 67%	616 69%
NET: Disagree		297 15%	153 16%	144 14%	37 16%	36 10%	51 15%	51 14%	38 13%	85 19%	93 17%	83 15%	60 14%	62 13%	27 16%	8 10%	27 12%	24 14%	24 13%	24 17%	17 17%	31 16%	40 15%	41 15%	34 19%	36 15%	119 13%
NET: Agree - disagree		1055 53%	510 52%	546 53%	111 48%	213 61%	169 51%	190 53%	162 56%	211 47%	250 46%	283 52%	239 55%	283 58%	84 48%	50 59%	143 62%	92 54%	95 53%	79 53%	46 45%	90 47%	138 52%	152 54%	87 49%	126 52%	497 56%
Mean		0.81	0.81	0.81	0.75	0.94	0.86	0.80	0.87	0.68	0.67	0.80	0.90	0.89	0.71	1.04	0.98	0.87	0.76	0.84	0.79	0.68	0.79	0.81	0.75	0.82	0.87
Standard deviation		1.12	1.14	1.10	1.14	1.03	1.18	1.09	1.12	1.14	1.12	1.11	1.13	1.11	1.09	1.03	1.07	1.15	1.09	1.18	1.21	1.12	1.11	1.09	1.17	1.06	1.11
Standard error		0.02	0.04	0.04	0.08	0.06	0.07	0.05	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.08	0.10	0.11	0.08	0.08	0.07	0.09	0.07	0.04

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 10

Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?

Would be an example of the 'nanny state' infringing on individuals' civil liberty

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	582 29%	309 32%	273 27%	48 21%	94 27%	100 30%	101 28%	110 38%	129 29%	130 24%	143 26%	151 35%	159 32%	42 24%	32 38%	75 33%	60 35%	43 24%	51 35%	28 28%	59 25%	65 28%	78 28%	49 26%	61 31%	275
Agree somewhat	(+1)	603 30%	285 29%	319 31%	74 32%	108 31%	97 29%	110 31%	74 26%	140 31%	183 34%	167 31%	130 30%	123 25%	61 35%	22 26%	66 29%	43 25%	56 31%	53 36%	29 29%	55 28%	70 27%	93 33%	55 31%	80 33%	260 29%
Neither	(0)	480 24%	204 21%	277 27%	70 30%	103 30%	82 25%	86 24%	53 18%	85 19%	104 19%	125 23%	109 25%	142 29%	24 20%	47 29%	36 21%	50 28%	26 18%	33 33%	46 24%	73 28%	65 23%	44 25%	65 27%	218 24%	
Disagree somewhat	(-1)	242 12%	124 13%	119 12%	33 14%	35 10%	34 10%	38 11%	41 14%	62 14%	91 17%	77 14%	34 8%	40 8%	28 16%	6 8%	30 13%	19 11%	21 11%	14 10%	6 6%	27 14%	41 16%	29 11%	20 12%	27 11%	108 12%
Disagree strongly	(-2)	97 5%	55 6%	42 4%	8 3%	6 2%	16 5%	22 6%	12 4%	33 7%	31 6%	28 5%	13 3%	25 5%	7 4%	- -	12 5%	13 7%	11 6%	4 3%	5 5%	7 4%	15 6%	15 5%	8 5%	6 3%	33 4%
NET: Agree		1186 59%	594 61%	592 58%	122 52%	202 58%	197 60%	211 59%	184 64%	269 60%	313 58%	309 57%	281 64%	282 58%	103 59%	54 64%	142 62%	103 60%	99 55%	104 70%	58 56%	114 59%	135 51%	171 61%	104 59%	141 59%	535 60%
NET: Disagree		339 17%	179 18%	160 16%	41 17%	41 12%	50 15%	60 17%	52 18%	95 21%	122 23%	105 19%	47 11%	65 13%	36 21%	6 8%	41 18%	32 19%	31 17%	18 12%	11 11%	34 18%	56 21%	44 16%	28 16%	34 14%	141 16%
NET: Agree - disagree		846 42%	415 42%	431 42%	81 35%	161 46%	147 45%	150 42%	132 46%	175 39%	192 36%	204 38%	234 53%	217 44%	67 39%	47 56%	100 44%	71 42%	68 37%	86 58%	46 45%	79 41%	79 30%	127 45%	75 43%	108 45%	394 44%
Mean		0.66	0.69	0.64	0.52	0.72	0.70	0.64	0.79	0.60	0.54	0.59	0.85	0.72	0.58	0.94	0.71	0.70	0.55	0.90	0.68	0.67	0.49	0.68	0.66	0.68	0.71
Standard deviation		1.16	1.20	1.11	1.07	1.03	1.15	1.18	1.20	1.24	1.19	1.17	1.08	1.15	1.14	0.99	1.20	1.26	1.15	1.07	1.09	1.16	1.18	1.14	1.14	1.06	1.13
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.08	0.10	0.08	0.09	0.09	0.09	0.10	0.08	0.08	0.07	0.08	0.07	0.04

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 11
Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?
Would inevitably lead to taxing sugar in other products
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	572 29%	288 29%	284 28%	52 22%	100 29%	113 34%	105 29%	95 33%	107 24%	119 22%	144 27%	137 31%	172 35%	42 24%	25 30%	70 31%	65 38%	45 25%	52 35%	31 30%	57 29%	59 22%	73 26%	52 30%	68 28%	273 31%
Agree somewhat	(+1)	991 49%	472 48%	519 50%	127 54%	169 49%	133 40%	169 47%	141 49%	253 56%	299 55%	273 51%	206 47%	214 44%	77 44%	44 53%	117 51%	70 41%	93 52%	72 49%	53 52%	91 47%	137 52%	153 55%	85 48%	113 47%	416 46%
Neither	(0)	333 17%	156 16%	177 17%	42 18%	56 16%	67 20%	56 16%	42 14%	71 16%	85 16%	92 17%	77 18%	79 16%	43 25%	12 14%	34 15%	28 16%	31 17%	14 9%	11 11%	30 15%	51 19%	45 16%	34 19%	44 18%	154 17%
Disagree somewhat	(-1)	85 4%	49 5%	37 4%	9 4%	19 5%	13 4%	18 5%	10 4%	15 3%	28 5%	24 5%	15 3%	18 4%	11 6%	2 3%	8 3%	6 4%	4 2%	6 4%	5 5%	13 7%	15 6%	9 3%	4 3%	15 6%	39 4%
Disagree strongly	(-2)	24 1%	12 1%	12 1%	3 1%	4 1%	4 1%	8 2%	1 *	4 1%	8 1%	7 1%	2 1%	7 1%	1 1%	- -	2 1%	1 1%	7 4%	4 3%	2 2%	3 2%	2 1%	1 *	1 *	- -	13 1%
NET: Agree		1563 78%	760 78%	803 78%	179 77%	268 77%	246 75%	274 77%	236 82%	360 80%	419 78%	416 77%	342 78%	386 79%	119 68%	70 83%	187 81%	135 79%	138 76%	124 83%	84 82%	148 76%	196 74%	226 81%	137 78%	181 75%	689 77%
NET: Disagree		109 5%	61 6%	48 5%	13 5%	23 7%	17 5%	27 8%	11 4%	19 4%	36 7%	31 6%	17 4%	24 5%	13 7%	2 3%	9 4%	7 4%	11 6%	11 7%	7 7%	16 8%	18 7%	9 3%	5 3%	15 6%	51 6%
NET: Agree - disagree		1455 73%	700 72%	755 73%	166 71%	245 71%	229 70%	248 69%	225 78%	341 76%	383 71%	385 71%	325 74%	362 74%	106 61%	67 80%	178 77%	128 75%	126 70%	113 76%	77 75%	131 68%	178 67%	217 77%	132 75%	166 69%	638 71%
Mean		1.00	1.00	1.00	0.92	0.98	1.03	0.96	1.11	0.99	0.92	0.97	1.05	1.08	0.84	1.10	1.07	1.13	0.91	1.08	1.04	0.95	0.89	1.03	1.05	0.97	1.00
Standard deviation		0.85	0.87	0.83	0.83	0.88	0.90	0.93	0.79	0.78	0.84	0.86	0.82	0.88	0.90	0.75	0.80	0.85	0.93	0.94	0.88	0.93	0.85	0.75	0.79	0.85	0.88
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.03	0.03	0.04	0.05	0.04	0.07	0.08	0.05	0.06	0.07	0.08	0.08	0.06	0.06	0.05	0.06	0.06	0.03

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 12

Q.2 To what extent do you agree or disagree that taxing sugar in soft drinks...?

Would, like taxes on alcohol and cigarettes, increase in amount substantially in the years after it is first introduced

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792	
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895	
Agee strongly	(+2)	548 27%	270 28%	278 27%	59 25%	94 27%	102 31%	91 25%	100 35%	103 23%	144 27%	148 34%	130 27%	43 25%	24 29%	53 23%	53 31%	61 34%	52 35%	22 21%	42 22%	65 25%	76 27%	56 32%	64 27%	250 28%	
Agree somewhat	(+1)	789 39%	404 41%	385 37%	92 39%	131 38%	117 36%	131 37%	121 42%	196 44%	216 45%	153 40%	175 36%	60 35%	23 27%	104 45%	71 42%	62 35%	58 39%	50 49%	75 39%	95 36%	121 43%	69 39%	95 39%	357 40%	
Neither	(0)	483 24%	196 20%	287 28%	65 28%	90 26%	87 26%	97 27%	47 16%	98 22%	118 22%	134 25%	95 22%	136 28%	29 29%	49 35%	33 21%	44 19%	25 17%	21 21%	53 27%	79 30%	60 21%	39 22%	56 24%	207 23%	
Disagree somewhat	(-1)	116 6%	65 7%	51 5%	14 6%	23 7%	17 5%	24 7%	11 4%	28 6%	34 6%	33 6%	25 6%	24 5%	15 9%	7 8%	14 6%	11 7%	7 4%	8 5%	4 4%	10 5%	15 6%	17 6%	7 4%	20 8%	53 6%
Disagree strongly	(-2)	69 3%	42 4%	27 3%	4 2%	10 3%	7 2%	14 4%	10 4%	25 6%	16 3%	12 2%	16 4%	25 5%	1 1%	10 4%	2 1%	6 3%	5 3%	5 5%	14 7%	10 4%	7 3%	5 3%	4 2%	28 3%	
NET: Agree		1337 67%	673 69%	663 65%	151 65%	225 65%	219 67%	222 62%	221 77%	299 67%	371 67%	360 69%	301 69%	305 62%	104 60%	47 56%	157 68%	124 73%	123 68%	110 74%	72 70%	117 60%	160 61%	196 70%	125 71%	159 66%	606 68%
NET: Disagree		185 9%	107 11%	78 8%	17 7%	33 10%	23 7%	38 11%	21 7%	53 12%	50 9%	45 8%	41 9%	49 10%	20 12%	7 9%	24 11%	13 8%	13 7%	13 9%	9 9%	24 13%	25 9%	24 9%	12 7%	25 10%	81 9%
NET: Agree - disagree		1152 57%	566 58%	586 57%	134 57%	192 55%	196 59%	184 51%	200 69%	247 55%	321 59%	315 58%	260 59%	256 52%	84 48%	40 47%	133 58%	112 66%	110 61%	97 65%	63 62%	93 48%	136 51%	172 61%	113 64%	134 56%	525 59%
Mean		0.81	0.81	0.81	0.81	0.79	0.88	0.73	1.00	0.72	0.80	0.83	0.90	0.74	0.76	0.77	0.96	0.91	0.97	0.78	0.63	0.72	0.86	0.93	0.81	0.83	
Standard deviation		1.01	1.05	0.98	0.93	1.01	0.97	1.04	0.99	1.06	0.97	0.96	1.05	1.06	1.03	0.99	1.02	0.92	1.02	1.02	0.99	1.10	0.97	0.98	0.99	1.00	
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.07	0.07	0.08	0.08	0.09	0.08	0.07	0.06	0.07	0.04	

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 13
Gender
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Male	977	977	-	52	101	147	196	193	287	326	224	215	212	94	37	133	96	93	81	58	75	96	113	100	94	432
	49%	100%	-	22%	29%	45%	55%	67%	64%	61%	41%	49%	43%	54%	44%	58%	57%	52%	55%	57%	38%	36%	40%	57%	39%	48%
Female	1028	-	1028	181	246	182	162	96	162	213	316	222	278	80	47	98	74	87	67	44	120	168	168	76	146	462
	51%	-	100%	78%	71%	55%	45%	33%	36%	39%	59%	51%	57%	46%	56%	42%	43%	48%	45%	43%	62%	64%	60%	43%	61%	52%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 14
Age
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
18-24	233 12%	52 5%	181 18%	233 100%	-	-	-	-	-	73 14%	79 15%	40 9%	41 8%	8 4%	20 23%	33 14%	10 6%	16 9%	10 7%	7 7%	22 11%	42 16%	40 14%	25 14%	26 11%	115 13%
25-34	347 17%	101 10%	246 24%	-	347 100%	-	-	-	-	68 13%	117 22%	83 19%	80 16%	38 22%	9 11%	33 14%	32 19%	30 17%	22 15%	8 8%	37 19%	58 22%	56 20%	24 14%	41 17%	233 26%
35-44	329 16%	147 15%	182 18%	-	-	329 100%	-	-	-	78 15%	93 17%	79 18%	79 16%	33 19%	16 18%	33 14%	33 19%	31 17%	21 14%	19 18%	27 14%	49 18%	41 15%	28 16%	65 27%	196 22%
45-54	357 18%	196 20%	162 16%	-	-	-	357 100%	-	-	86 16%	86 16%	81 19%	105 21%	25 14%	14 17%	30 13%	36 21%	28 15%	36 25%	14 14%	39 20%	55 21%	48 17%	31 18%	67 28%	209 23%
55-64	289 14%	193 20%	96 9%	-	-	-	-	289 100%	-	74 14%	69 13%	58 13%	88 18%	34 20%	14 16%	34 15%	31 18%	26 14%	23 16%	23 23%	27 14%	27 10%	35 12%	15 8%	36 15%	102 11%
65+	450 22%	287 29%	162 16%	-	-	-	-	-	450 100%	160 30%	96 18%	97 22%	96 20%	36 21%	12 14%	67 29%	28 16%	48 27%	36 24%	31 30%	43 22%	34 13%	61 22%	54 30%	5 2%	38 4%
Average age	47.49	52.84	42.40	21.61	29.74	39.91	49.99	59.66	70.34	49.35	44.93	47.42	48.32	49.43	43.65	49.19	47.70	48.72	50.09	52.59	47.09	42.46	46.20	48.60	42.38	40.68

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 15
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
AB	539	326	213	73	68	78	86	74	160	539	-	-	-	40	22	76	44	48	31	24	64	70	69	51	73	233
	27%	33%	21%	31%	20%	24%	24%	26%	36%	100%	-	-	-	23%	26%	33%	26%	27%	21%	24%	33%	26%	24%	29%	30%	26%
C1	539	224	316	79	117	93	86	69	96	-	539	-	-	52	18	44	46	42	41	23	37	101	86	51	104	264
	27%	23%	31%	34%	34%	28%	24%	24%	21%	-	100%	-	-	30%	22%	19%	27%	23%	28%	22%	19%	38%	31%	29%	43%	29%
C2	437	215	222	40	83	79	81	58	97	-	-	437	-	44	23	50	43	48	35	27	45	39	53	30	29	241
	22%	22%	22%	17%	24%	24%	23%	20%	22%	-	-	100%	-	25%	28%	22%	25%	27%	24%	27%	23%	15%	19%	17%	12%	27%
DE	489	212	278	41	80	79	105	88	96	-	-	-	489	38	21	60	38	43	41	28	48	55	74	44	34	157
	24%	22%	27%	18%	23%	24%	29%	30%	21%	-	-	-	100%	22%	25%	26%	22%	24%	28%	27%	25%	21%	26%	25%	14%	18%
NET: ABC1	1079	550	529	152	184	171	172	143	256	539	539	-	-	92	40	120	90	90	72	47	101	171	154	102	177	497
	54%	56%	51%	65%	53%	52%	48%	50%	57%	100%	100%	-	-	53%	47%	52%	53%	50%	49%	46%	52%	65%	55%	58%	74%	56%
NET: C2DE	926	426	500	81	163	158	185	146	193	-	-	437	489	83	44	110	80	91	76	55	93	93	126	74	63	398
	46%	44%	49%	35%	47%	48%	52%	50%	43%	-	-	100%	100%	47%	53%	48%	47%	50%	51%	54%	48%	35%	45%	42%	26%	44%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 16
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Scotland	174	94	80	8	38	33	25	34	36	40	52	44	38	174	-	-	-	-	-	-	-	-	-	-	22	76
	9%	10%	8%	3%	11%	10%	7%	12%	8%	7%	10%	10%	8%	100%	-	-	-	-	-	-	-	-	-	-	9%	8%
North East	84	37	47	20	9	16	14	14	12	22	18	23	21	-	84	-	-	-	-	-	-	-	-	-	15	34
	4%	4%	5%	8%	3%	5%	4%	5%	3%	4%	3%	5%	4%	-	100%	-	-	-	-	-	-	-	-	-	6%	4%
North West	230	133	98	33	33	33	30	34	67	76	44	50	60	-	-	230	-	-	-	-	-	-	-	-	18	91
	11%	14%	10%	14%	9%	10%	8%	12%	15%	14%	8%	11%	12%	-	-	100%	-	-	-	-	-	-	-	-	8%	10%
Yorkshire & Humberside	170	96	74	10	32	33	36	31	28	44	46	43	38	-	-	-	170	-	-	-	-	-	-	-	24	80
	8%	10%	7%	4%	9%	10%	10%	11%	6%	8%	9%	10%	8%	-	-	-	100%	-	-	-	-	-	-	-	10%	9%
West Midlands	180	93	87	16	30	31	28	26	48	48	42	48	43	-	-	-	-	180	-	-	-	-	-	-	12	80
	9%	10%	8%	7%	9%	10%	8%	9%	11%	9%	8%	11%	9%	-	-	-	-	100%	-	-	-	-	-	-	5%	9%
East Midlands	148	81	67	10	22	21	36	23	36	31	41	35	41	-	-	-	-	-	148	-	-	-	-	-	25	55
	7%	8%	6%	4%	6%	6%	10%	8%	8%	6%	8%	8%	8%	-	-	-	-	-	100%	-	-	-	-	-	10%	6%
Wales	102	58	44	7	8	19	14	23	31	24	23	27	28	-	-	-	-	-	-	102	-	-	-	-	13	41
	5%	6%	4%	3%	2%	6%	4%	8%	7%	5%	4%	6%	6%	-	-	-	-	-	-	100%	-	-	-	-	5%	5%
Eastern	194	75	120	22	37	27	39	27	43	64	37	45	48	-	-	-	-	-	-	-	194	-	-	-	27	84
	10%	8%	12%	9%	11%	8%	11%	9%	10%	12%	7%	10%	10%	-	-	-	-	-	-	-	100%	-	-	-	11%	9%
London	264	96	168	42	58	49	55	27	34	70	101	39	55	-	-	-	-	-	-	-	-	264	-	-	34	140
	13%	10%	16%	18%	17%	15%	16%	9%	8%	13%	19%	9%	11%	-	-	-	-	-	-	-	-	100%	-	-	14%	16%
South East	280	113	168	40	56	41	48	35	61	69	86	53	74	-	-	-	-	-	-	-	-	-	280	-	31	140
	14%	12%	16%	17%	16%	13%	13%	12%	14%	13%	16%	12%	15%	-	-	-	-	-	-	-	-	-	100%	-	13%	16%
South West	176	100	76	25	24	28	31	15	54	51	51	30	44	-	-	-	-	-	-	-	-	-	-	176	20	76
	9%	10%	7%	11%	7%	8%	9%	5%	12%	9%	9%	7%	9%	-	-	-	-	-	-	-	-	-	-	100%	9%	8%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 17
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Yes	1209	575	634	198	225	197	190	128	270	400	360	240	210	83	39	130	90	108	82	61	121	190	183	121	163	592
	60%	59%	62%	85%	65%	60%	53%	44%	60%	74%	67%	55%	43%	48%	47%	57%	53%	60%	55%	60%	62%	72%	65%	69%	68%	66%
No	796	401	395	35	122	132	167	161	180	140	179	197	280	91	45	100	80	73	66	41	73	74	97	55	77	303
	40%	41%	38%	15%	35%	40%	47%	56%	40%	26%	33%	45%	57%	52%	53%	43%	40%	45%	40%	38%	28%	35%	31%	32%	34%	

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 18
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
NET: Homeowners	1279	673	606	123	173	206	225	188	365	435	327	300	217	95	54	153	114	127	101	60	136	122	190	126	152	564
	64%	69%	59%	53%	50%	63%	63%	65%	81%	81%	61%	69%	44%	55%	64%	67%	67%	71%	68%	58%	70%	46%	68%	71%	63%	63%
Owned outright - without mortgage	660	388	272	39	43	39	75	143	321	238	157	144	122	46	22	85	56	57	56	39	70	50	108	71	42	188
	33%	40%	26%	17%	12%	12%	21%	49%	72%	44%	29%	33%	25%	27%	26%	37%	33%	31%	38%	38%	36%	19%	38%	40%	17%	21%
Owned with a mortgage or loan	619	285	334	84	130	167	150	45	43	198	171	155	95	49	32	68	57	71	45	21	66	73	82	55	110	376
	31%	29%	32%	36%	37%	51%	42%	16%	10%	37%	32%	36%	19%	28%	38%	30%	34%	39%	30%	20%	34%	27%	29%	31%	46%	42%
NET: Renters	700	297	403	101	165	119	131	98	85	97	206	136	261	76	30	71	56	53	47	36	55	138	88	49	84	319
	35%	30%	39%	44%	48%	36%	37%	34%	19%	18%	38%	31%	53%	44%	35%	31%	33%	29%	32%	35%	28%	44%	31%	28%	35%	36%
Rented from the council	296	125	171	20	56	46	70	53	51	23	81	53	140	45	17	25	25	23	29	17	14	59	35	7	30	115
	15%	13%	17%	9%	16%	14%	20%	18%	11%	4%	15%	12%	29%	26%	20%	11%	15%	13%	19%	16%	7%	22%	13%	4%	13%	13%
Rented from a housing association	138	68	70	19	26	28	31	18	17	18	28	30	61	12	6	23	8	12	4	6	16	19	18	15	17	53
	7%	7%	7%	8%	7%	8%	9%	6%	4%	3%	5%	7%	13%	7%	7%	10%	4%	6%	2%	6%	8%	7%	6%	9%	7%	6%
Rented from someone else	266	104	161	63	83	45	31	28	16	56	97	53	60	19	7	23	23	18	15	13	25	61	35	27	37	152
	13%	11%	16%	27%	24%	14%	9%	10%	4%	10%	18%	12%	12%	11%	9%	10%	14%	10%	10%	13%	13%	23%	12%	15%	15%	17%
Rent free	26	7	19	9	9	4	1	3	*	7	6	2	11	2	1	6	*	-	*	6	3	4	2	1	5	11
	1%	1%	2%	4%	2%	1%	*	1%	*	1%	1%	*	2%	1%	1%	3%	*	-	*	6%	2%	1%	1%	1%	2%	1%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 19
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Grade					Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
No formal education	11 1%	9 1%	2 *	- -	1 *	1 *	5 1%	* *	5 1%	1 *	3 1%	4 1%	4 1%	1 *	- -	1 1%	1 1%	3 2%	1 1%	1 1%	3 1%	- -	- -	1 *	- -	4 *
Primary	12 1%	5 *	8 1%	1 *	5 1%	1 *	- -	1 *	4 1%	- -	1 *	3 1%	8 2%	1 1%	- -	1 *	- -	7 4%	- -	- -	1 *	1 *	2 1%	- -	- -	3 *
Secondary school, high school, NVQ levels 1 to 3, etc.	923 46%	438 45%	484 47%	50 22%	136 39%	130 40%	214 60%	181 63%	211 47%	131 24%	215 40%	261 60%	315 64%	68 39%	49 58%	117 51%	84 49%	83 46%	76 51%	57 56%	98 50%	78 29%	133 48%	80 45%	96 40%	408 46%
University degree or equivalent professional qualification, NVQ level 4, etc.	723 36%	381 39%	341 33%	84 36%	143 41%	141 43%	96 27%	81 28%	179 40%	270 50%	214 40%	118 27%	121 25%	75 43%	21 25%	77 33%	62 36%	61 34%	53 36%	34 33%	60 31%	111 42%	102 36%	67 38%	93 39%	338 38%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	240 12%	109 11%	131 13%	28 12%	54 15%	55 17%	39 11%	24 8%	39 9%	105 20%	78 15%	36 8%	20 4%	27 15%	5 6%	23 10%	16 10%	17 9%	14 9%	8 8%	26 14%	58 22%	29 10%	17 10%	46 19%	122 14%
Still in full time education	67 3%	20 2%	47 5%	63 27%	4 1%	- -	* *	- -	- -	20 4%	25 5%	10 2%	12 2%	3 2%	9 10%	7 3%	5 3%	8 4%	1 1%	2 2%	4 2%	11 4%	10 4%	7 4%	- -	12 1%
Don't know	3 *	2 *	1 *	- -	- -	- -	1 *	1 *	2 *	- -	1 *	1 *	2 *	- -	- -	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	1 *
Prefer not to answer	26 1%	12 1%	14 1%	7 3%	5 1%	* *	3 1%	1 *	10 2%	12 2%	4 1%	3 1%	7 2%	- -	- -	3 1%	2 1%	1 *	2 2%	- -	2 1%	6 2%	4 1%	6 3%	5 2%	7 1%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 20

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Yes - responsible for half or more of the items bought	1818 91%	845 86%	973 95%	170 73%	330 95%	311 94%	345 97%	277 96%	385 86%	462 86%	498 92%	403 92%	455 93%	164 94%	77 92%	201 87%	151 89%	160 89%	142 96%	97 95%	177 91%	244 92%	256 91%	149 85%	222 92%	847 95%
No - not responsible for most of the items bought	187 9%	132 14%	55 5%	63 27%	18 5%	18 6%	12 3%	12 4%	64 14%	78 14%	42 8%	34 8%	34 7%	11 6%	7 8%	29 13%	19 11%	20 11%	6 4%	5 5%	18 9%	21 8%	24 9%	27 15%	18 8%	47 5%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 21
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
No cars in the household	437	172	265	59	95	85	78	62	58	68	138	64	166	46	16	57	35	23	28	17	26	120	42	28	44	191
	22%	18%	26%	25%	27%	26%	22%	21%	13%	13%	26%	15%	34%	26%	19%	25%	20%	13%	19%	17%	13%	45%	15%	16%	18%	21%
NET: Any	1568	805	764	174	253	244	279	227	391	471	401	373	324	129	68	173	136	157	120	85	169	145	239	148	196	704
	78%	82%	74%	75%	73%	74%	78%	79%	87%	87%	74%	85%	66%	74%	81%	75%	80%	87%	81%	83%	87%	55%	85%	84%	82%	79%
1	831	449	382	39	132	120	143	147	251	211	204	204	211	76	43	109	78	79	50	42	84	96	106	68	91	337
	41%	46%	37%	17%	38%	36%	40%	51%	56%	39%	38%	47%	43%	44%	51%	47%	46%	44%	34%	41%	43%	36%	38%	39%	38%	38%
2	554	272	282	79	87	102	106	61	120	190	146	129	90	38	16	43	39	62	43	35	68	44	97	69	81	257
	28%	28%	27%	34%	25%	31%	30%	21%	27%	35%	27%	29%	18%	22%	19%	19%	23%	34%	29%	34%	35%	17%	35%	39%	34%	29%
3+	184	84	100	56	34	23	30	20	21	70	51	40	23	15	9	21	18	16	27	9	17	5	36	11	24	110
	9%	9%	10%	24%	10%	7%	8%	7%	5%	13%	9%	9%	5%	8%	11%	9%	11%	9%	18%	9%	9%	2%	13%	6%	10%	12%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 22
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
White	1830	906	924	187	310	282	327	286	438	487	495	406	443	172	81	209	162	170	141	99	182	182	263	168	208	819
	91%	93%	90%	81%	89%	86%	92%	99%	97%	90%	92%	93%	90%	99%	97%	91%	95%	94%	95%	97%	94%	69%	94%	95%	87%	92%
NET: BAME	150	58	92	38	33	42	28	1	8	39	39	31	41	1	2	20	8	9	6	3	9	76	11	6	30	66
	7%	6%	9%	16%	9%	13%	8%	*	2%	7%	7%	7%	8%	1%	2%	9%	4%	5%	4%	3%	5%	29%	4%	4%	13%	7%
Mixed	23	7	16	4	5	6	7	*	1	5	7	7	4	1	-	6	1	1	1	*	8	2	2	3	14	
	1%	1%	2%	2%	1%	2%	2%	*	*	1%	1%	2%	1%	1%	-	2%	1%	*	*	1%	*	3%	1%	1%	1%	2%
Asian	77	28	50	26	20	17	11	1	3	24	14	14	24	-	1	10	2	4	5	2	7	39	5	3	11	31
	4%	3%	5%	11%	6%	5%	3%	*	1%	5%	3%	3%	5%	-	1%	4%	1%	2%	3%	1%	4%	15%	2%	2%	5%	3%
Black	33	18	15	4	6	11	9	-	3	6	9	9	9	-	1	2	1	1	-	-	1	24	3	-	10	16
	2%	2%	1%	2%	2%	3%	3%	-	1%	1%	2%	2%	2%	-	1%	1%	1%	1%	-	-	*	9%	1%	-	4%	2%
Chinese	6	-	6	4	-	2	-	-	-	2	2	1	1	-	-	2	-	-	-	-	1	2	1	-	2	3
	*	-	1%	2%	-	1%	-	-	-	*	*	*	*	-	-	1%	-	-	-	-	*	1%	*	-	1%	*
Other ethnic group	10	4	6	1	2	6	-	-	1	1	6	1	3	-	-	-	3	2	1	-	-	4	-	1	3	1
	1%	*	1%	*	1%	2%	-	-	*	*	1%	*	1%	-	-	-	2%	1%	1%	-	-	1%	-	1%	1%	*
Prefer not to answer	25	13	12	7	4	6	2	2	4	14	6	-	6	1	1	1	1	2	1	1	3	6	7	2	2	10
	1%	1%	1%	3%	1%	2%	1%	1%	1%	3%	1%	-	1%	1%	1%	1%	*	1%	*	1%	1%	2%	3%	1%	1%	1%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 23

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Christian	991 49%	508 52%	483 47%	72 31%	123 35%	129 39%	201 56%	169 59%	296 66%	279 52%	255 47%	212 48%	246 50%	88 51%	39 47%	120 52%	90 53%	98 54%	84 57%	49 48%	95 49%	130 49%	125 45%	72 41%	125 52%	411 46%
NET: Other	147 7%	55 6%	92 9%	27 11%	41 12%	41 12%	19 5%	7 2%	13 3%	36 7%	35 6%	29 7%	48 10%	11 7%	2 2%	13 6%	8 5%	6 3%	12 8%	6 5%	19 10%	49 19%	13 5%	7 4%	16 7%	63 7%
Muslim	44 2%	17 2%	27 3%	12 5%	15 4%	13 4%	2 1%	- -	2 *	13 2%	7 1%	9 2%	16 3%	- -	- -	7 3%	2 1%	3 2%	3 2%	1 1%	4 2%	20 8%	3 1%	1 1%	7 3%	13 1%
Hindu	25 1%	12 1%	13 1%	7 3%	5 1%	5 2%	5 2%	1 *	1 *	9 2%	3 1%	6 1%	6 1%	- -	- -	2 1%	- -	1 1%	1 1%	1 1%	3 2%	13 5%	1 *	2 1%	2 1%	12 1%
Jewish	9 *	5 1%	4 *	- -	1 *	2 *	2 1%	1 1%	2 1%	2 *	4 1%	- -	3 1%	1 *	- -	1 1%	- -	- -	- -	- -	1 *	5 2%	- -	1 1%	1 *	5 1%
Sikh	5 *	- -	5 *	4 2%	- -	1 *	- -	- -	- -	1 *	- -	3 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	4 1%	- -	- -	1 *	3 *
Buddhist	14 1%	9 1%	5 *	2 1%	1 *	4 1%	3 1%	1 *	3 1%	5 1%	3 1%	3 1%	3 1%	1 *	1 1%	- -	1 *	* *	1 *	3 3%	3 2%	2 1%	3 1%	- -	2 1%	8 1%
Other	51 3%	13 1%	39 4%	2 1%	18 5%	17 5%	6 2%	3 1%	5 1%	7 1%	17 3%	8 2%	20 4%	10 6%	1 1%	3 1%	5 3%	1 1%	7 5%	1 1%	7 4%	6 2%	6 2%	3 2%	4 2%	22 2%
None	823 41%	396 41%	426 41%	119 51%	176 51%	152 46%	130 36%	108 37%	138 31%	211 39%	232 43%	192 44%	188 38%	72 41%	40 48%	96 42%	69 41%	69 38%	48 32%	47 46%	77 40%	76 29%	133 47%	95 54%	94 39%	400 45%
Prefer not to say	44 2%	17 2%	27 3%	15 6%	7 2%	7 2%	7 2%	6 2%	2 *	13 2%	18 3%	5 1%	8 2%	2 1%	3 3%	1 *	3 2%	8 4%	4 3%	1 1%	3 2%	9 3%	9 3%	2 1%	6 2%	21 2%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 24
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
NET: Urban	1548	745	804	196	288	267	290	217	291	390	425	330	403	121	73	191	132	146	94	56	134	263	210	128	197	724
	77%	76%	78%	84%	83%	81%	81%	75%	65%	72%	79%	75%	82%	70%	87%	83%	78%	81%	63%	55%	69%	99%	75%	73%	82%	81%
Urban - Population over 10,000	841	409	432	145	175	143	151	96	132	225	261	151	204	55	36	86	64	73	50	24	64	225	95	68	112	404
	42%	42%	42%	62%	50%	43%	42%	33%	29%	42%	48%	35%	42%	32%	43%	37%	38%	41%	33%	24%	33%	85%	34%	38%	47%	45%
Town and Fringe	707	336	371	51	113	124	139	122	158	165	165	179	199	66	37	105	68	73	44	32	69	38	114	61	84	319
	35%	34%	36%	22%	32%	38%	39%	42%	35%	31%	31%	41%	41%	38%	44%	45%	40%	40%	30%	32%	36%	14%	41%	34%	35%	36%
NET: Rural	457	232	225	37	59	62	67	72	159	149	114	107	86	53	11	39	38	34	55	46	60	1	71	48	44	171
	23%	24%	22%	16%	17%	19%	19%	25%	35%	28%	21%	25%	18%	30%	13%	17%	22%	19%	37%	45%	31%	1%	25%	27%	18%	19%
Village	395	195	200	33	53	56	59	59	135	121	93	99	82	41	9	33	35	32	53	37	56	1	62	36	42	141
	20%	20%	19%	14%	15%	17%	16%	20%	30%	23%	17%	23%	17%	24%	11%	14%	20%	18%	36%	36%	29%	1%	22%	20%	17%	16%
Hamlet & Isolated Dwelling	62	37	25	4	6	6	8	12	24	28	21	8	4	11	2	6	4	2	2	9	5	-	9	12	2	30
	3%	4%	2%	2%	2%	2%	2%	4%	5%	5%	4%	2%	1%	7%	2%	3%	2%	1%	1%	9%	2%	-	3%	7%	1%	3%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 25
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
NET: Working	1135	526	609	142	274	261	276	138	43	306	368	270	191	98	49	109	103	91	80	54	110	174	171	96	240	895
	57%	54%	59%	61%	79%	79%	77%	48%	10%	57%	68%	62%	39%	56%	58%	47%	61%	51%	54%	52%	57%	66%	61%	54%	100%	100%
Working full time - working 30 hours per week or more	898	459	439	108	228	208	229	102	23	261	290	207	140	80	37	94	82	77	66	38	76	138	136	74	196	703
	45%	47%	43%	46%	66%	63%	64%	35%	5%	48%	54%	47%	29%	46%	44%	41%	48%	43%	44%	38%	39%	52%	48%	42%	81%	79%
Working part time - working between 8 and 29 hours per week	237	67	170	34	46	53	48	36	20	45	79	63	51	18	12	15	21	14	14	15	34	36	36	22	45	192
	12%	7%	17%	14%	13%	16%	13%	13%	4%	8%	15%	14%	10%	10%	14%	6%	13%	8%	10%	15%	18%	14%	13%	12%	19%	21%
NET: Not working	870	450	420	91	73	68	81	151	407	234	171	167	298	77	36	121	67	89	68	49	84	90	109	80	-	-
	43%	46%	41%	39%	21%	21%	23%	52%	90%	43%	32%	38%	61%	44%	42%	53%	39%	49%	46%	48%	43%	34%	39%	46%	-	-
Not working but seeking work or temporarily unemployed or sick	95	50	45	11	23	25	15	20	2	8	8	12	67	11	5	18	4	7	10	1	8	17	7	7	-	-
	5%	5%	4%	5%	7%	8%	4%	7%	*	1%	2%	3%	14%	6%	6%	8%	3%	4%	7%	1%	4%	6%	2%	4%	-	-
Not working and not seeking work/ student	152	61	91	78	21	11	18	23	-	27	41	9	75	14	7	19	13	18	7	8	8	29	17	11	-	-
	8%	6%	9%	34%	6%	3%	5%	8%	-	5%	8%	2%	15%	8%	8%	8%	8%	10%	5%	7%	4%	11%	6%	6%	-	-
Retired on a state pension only	115	44	71	-	-	-	-	9	106	11	5	20	79	7	2	16	4	15	12	9	14	11	17	7	-	-
	6%	5%	7%	-	-	-	-	3%	24%	2%	1%	5%	16%	4%	3%	7%	2%	8%	8%	9%	7%	4%	6%	4%	-	-
Retired with a private pension	384	283	101	-	-	-	4	83	298	172	103	85	24	32	14	58	34	42	27	27	37	19	49	45	-	-
	19%	29%	10%	-	-	-	1%	29%	66%	32%	19%	20%	5%	18%	17%	25%	20%	23%	18%	26%	19%	7%	18%	26%	-	-
House person, housewife, househusband, etc.	124	12	112	1	29	32	45	16	1	16	14	41	53	13	7	11	11	7	12	4	17	14	19	10	-	-
	6%	1%	11%	1%	8%	10%	13%	5%	*	3%	3%	9%	11%	7%	8%	5%	7%	4%	8%	3%	9%	5%	7%	5%	-	-

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 26

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1022	493	529	97	221	248	295	116	45	303	363	173	183	95	47	88	105	78	75	51	110	138	147	88	230	792
Weighted base	1135	526	609	142	274	261	276	138	43	306	368	270	191	98	49	109	103	91	80	54	110	174	171	96	240	895
NET: Public Sector	240	94	146	26	41	65	67	36	5	73	104	29	34	22	15	18	24	12	25	13	27	34	31	20	240	-
	21%	18%	24%	18%	15%	25%	24%	26%	11%	24%	28%	11%	18%	22%	30%	17%	23%	13%	31%	24%	24%	19%	18%	21%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	9	4	5	-	1	3	4	-	*	5	3	-	-	1	1	2	2	-	-	-	1	2	-	1	9	-
	1%	1%	1%	-	1%	1%	1%	-	1%	2%	1%	-	-	1%	2%	2%	1%	-	-	-	1%	1%	-	1%	4%	-
HM Forces	6	2	4	-	4	2	-	-	-	3	-	2	1	-	-	-	3	-	2	-	-	-	1	-	6	-
	1%	*	1%	-	2%	1%	-	-	-	1%	-	1%	1%	-	-	-	3%	-	3%	-	-	-	1%	-	3%	-
National Health Service	58	19	39	10	13	7	18	10	-	16	23	8	12	4	3	1	5	2	8	2	7	6	9	11	58	-
	5%	4%	6%	7%	5%	3%	6%	7%	-	5%	6%	3%	6%	4%	6%	1%	5%	3%	10%	4%	6%	3%	5%	11%	24%	-
Universities and Academies funded by government	24	10	14	-	6	7	6	6	-	8	16	-	-	3	1	1	1	2	2	2	4	5	1	2	24	-
	2%	2%	2%	-	2%	3%	2%	5%	-	3%	4%	-	-	3%	2%	1%	1%	2%	3%	3%	3%	3%	1%	2%	10%	-
Courts service	2	-	2	-	-	1	2	-	-	-	1	2	-	-	-	-	-	-	-	-	-	2	1	-	2	-
	*	-	*	-	-	*	1%	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	1%	*	-	1%	-
Local government administration	36	13	23	9	5	7	12	2	2	4	27	3	2	2	4	4	3	1	2	1	6	8	4	2	36	-
	3%	2%	4%	6%	2%	3%	4%	1%	4%	1%	7%	1%	1%	2%	9%	3%	3%	1%	2%	1%	5%	5%	2%	2%	15%	-
Police service	3	*	3	-	2	1	-	-	*	-	2	1	-	-	*	-	1	2	-	-	-	-	-	-	3	-
	*	*	*	-	1%	*	-	-	1%	-	1%	*	-	-	-	1%	1%	2%	-	-	-	-	-	-	1%	-
Public sector housing	5	3	1	-	-	4	1	1	-	4	1	-	-	-	-	1	1	-	-	-	2	1	-	-	5	-
	*	1%	*	-	-	1%	*	*	-	1%	*	-	-	-	-	1%	1%	-	-	-	2%	1%	-	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	41	11	30	4	4	14	6	11	2	25	12	1	3	3	*	5	4	2	4	4	2	6	10	-	41	-
	4%	2%	5%	3%	2%	5%	2%	8%	5%	8%	3%	*	2%	4%	1%	4%	4%	2%	6%	8%	2%	3%	6%	-	17%	-

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 26

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1135	526	609	142	274	261	276	138	43	306	368	270	191	98	49	109	103	91	80	54	110	174	171	96	240	895
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	17 1%	13 2%	4 1%	1 1%	1 1%	6 2%	8 3%	-	-	1 *	3 1%	6 2%	7 4%	2 2%	1 3%	1 1%	-	*	1 1%	3 6%	3 2%	2 1%	-	3 3%	17 7%	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	38 3%	17 3%	21 3%	2 2%	4 2%	13 5%	12 5%	6 4%	-	6 2%	17 5%	7 3%	7 4%	5 6%	3 6%	5 4%	5 5%	2 2%	5 6%	1 2%	3 2%	2 1%	5 3%	2 2%	38 16%	-
None of the above (Private Sector)	895 79%	432 82%	462 76%	115 82%	233 85%	196 75%	209 76%	102 74%	38 89%	233 76%	264 72%	241 89%	157 82%	76 78%	34 70%	91 83%	80 77%	80 87%	55 69%	41 76%	84 76%	140 81%	140 82%	76 79%	-	895 100%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 27
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
No children aged 18 or under	1507	760	747	209	205	145	240	263	444	417	415	294	381	132	61	179	126	135	116	81	139	191	210	135	153	595
	75%	78%	73%	90%	59%	44%	67%	91%	99%	77%	77%	67%	78%	76%	73%	78%	74%	75%	78%	79%	72%	72%	75%	77%	64%	66%
NET: Yes	488	212	276	20	141	180	117	26	5	121	116	143	107	41	23	51	44	44	32	21	55	69	67	41	83	297
	24%	22%	27%	8%	40%	55%	33%	9%	1%	23%	22%	33%	22%	24%	27%	22%	26%	24%	21%	21%	28%	26%	24%	23%	34%	33%
Yes - children aged under 5 years old	176	54	122	17	97	49	12	-	1	40	49	55	31	21	6	15	15	18	8	1	20	31	26	15	27	109
	9%	5%	12%	7%	28%	15%	3%	-	*	7%	9%	13%	6%	12%	7%	7%	9%	10%	5%	1%	10%	12%	9%	8%	11%	12%
Yes - children aged 5 to 10 years old	225	93	132	8	71	106	31	6	3	62	49	58	57	22	12	27	16	20	17	8	28	27	22	25	37	135
	11%	10%	13%	4%	21%	32%	9%	2%	1%	12%	9%	13%	12%	13%	14%	12%	10%	11%	12%	8%	15%	10%	8%	14%	16%	15%
Yes - children aged 11 to 15 years old	188	84	104	1	29	80	69	6	3	42	39	63	44	15	7	22	18	13	9	13	22	28	21	20	31	118
	9%	9%	10%	1%	8%	24%	19%	2%	1%	8%	7%	15%	9%	9%	8%	9%	10%	7%	6%	13%	11%	11%	7%	11%	13%	13%
Yes - children aged 16 to 18 years old	94	51	43	3	3	31	39	17	1	30	18	19	27	4	3	14	8	12	6	5	8	14	16	5	20	45
	5%	5%	4%	1%	1%	10%	11%	6%	*	6%	3%	4%	6%	2%	4%	6%	5%	7%	4%	5%	4%	5%	6%	3%	8%	5%
Refused	10	4	5	4	2	4	*	-	-	*	8	-	1	1	-	1	-	1	1	-	-	4	3	-	4	3
	*	*	1%	2%	*	1%	*	-	-	*	2%	-	*	*	-	*	-	*	*	-	-	2%	1%	-	2%	*

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 28
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade					Region								Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Anglia	232	82	151	36	47	30	47	26	47	61	61	53	57	-	-	-	*	34	-	174	-	24	-	31	102	
	12%	8%	15%	15%	14%	9%	13%	9%	11%	11%	11%	12%	12%	-	-	-	*	23%	-	90%	-	8%	-	13%	11%	
Border	18	7	11	-	2	3	5	3	5	8	4	2	5	6	-	13	-	-	-	-	-	-	-	-	2	6
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	3%	-	5%	-	-	-	-	-	-	-	-	1%	1%
Central	263	144	118	18	44	45	45	38	73	65	69	65	64	-	-	-	-	171	83	-	-	1	6	2	31	105
	13%	15%	12%	8%	13%	14%	13%	13%	16%	12%	13%	15%	13%	-	-	-	-	95%	56%	-	-	*	2%	1%	13%	12%
Granada	216	128	87	29	32	30	27	31	67	71	41	48	55	-	1	210	-	1	1	2	-	-	1	-	16	82
	11%	13%	9%	12%	9%	9%	8%	11%	15%	13%	8%	11%	11%	-	1%	91%	-	1%	1%	2%	-	-	*	-	7%	9%
London	363	131	233	57	70	63	77	45	51	100	123	62	79	-	-	-	-	4	1	-	15	263	79	1	45	190
	18%	13%	23%	25%	20%	19%	22%	15%	11%	18%	23%	14%	16%	-	-	-	-	2%	1%	-	8%	100%	28%	1%	19%	21%
Meridian	195	95	100	21	44	31	32	23	45	51	55	30	59	-	-	1	-	*	-	-	-	-	171	23	16	101
	10%	10%	10%	9%	13%	9%	9%	8%	10%	9%	10%	7%	12%	-	-	1%	-	*	-	-	-	-	61%	13%	7%	11%
STV	170	91	79	8	39	32	24	33	35	41	50	42	37	168	-	-	-	-	-	-	-	-	-	2	22	76
	8%	9%	8%	3%	11%	10%	7%	11%	8%	8%	9%	10%	8%	96%	-	-	-	-	-	-	-	-	-	1%	9%	9%
Tyne Tees	90	42	48	20	8	17	16	15	14	22	21	23	23	1	83	1	5	-	-	-	-	-	-	-	15	35
	4%	4%	5%	8%	2%	5%	4%	5%	3%	4%	4%	5%	5%	*	99%	*	3%	-	-	-	-	-	-	-	6%	4%
Wales	99	57	42	7	8	19	14	23	28	24	23	25	28	-	-	-	-	-	-	99	-	-	-	-	13	41
	5%	6%	4%	3%	2%	6%	4%	8%	6%	4%	4%	6%	6%	-	-	-	-	-	-	97%	-	-	-	-	5%	5%
West	65	44	21	9	4	8	14	4	26	27	12	12	15	-	-	2	*	2	-	1	-	-	-	59	10	24
	3%	4%	2%	4%	1%	2%	4%	1%	6%	5%	2%	3%	3%	-	-	1%	*	1%	-	1%	-	-	-	34%	4%	3%
Westcountry	90	47	44	15	12	16	14	12	21	18	32	17	23	-	-	-	-	1	-	-	-	-	-	89	9	41
	4%	5%	4%	6%	3%	5%	4%	4%	5%	3%	6%	4%	5%	-	-	-	-	1%	-	-	-	-	-	50%	4%	5%
Yorkshire	203	109	94	14	37	35	43	37	37	53	49	57	44	-	-	4	165	-	29	-	5	-	-	-	29	94
	10%	11%	9%	6%	11%	11%	12%	13%	8%	10%	9%	13%	9%	-	-	2%	97%	-	20%	-	3%	-	-	-	12%	10%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 29
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Single	600 30%	250 26%	350 34%	194 83%	149 43%	98 30%	79 22%	55 19%	25 6%	152 28%	198 37%	94 21%	156 32%	51 29%	27 32%	69 30%	42 25%	35 20%	40 27%	27 26%	54 28%	102 38%	96 34%	58 33%	83 35%	314 35%
NET: Married/ Civil partnership/ co habiting	1138 57%	604 62%	535 52%	35 15%	185 53%	217 66%	221 62%	163 57%	316 70%	332 62%	268 50%	295 67%	243 50%	105 60%	45 54%	130 56%	103 60%	119 66%	92 62%	61 59%	117 60%	121 46%	145 52%	101 57%	138 57%	482 54%
Married	843 42%	485 50%	358 35%	9 4%	101 29%	154 47%	160 45%	130 45%	288 64%	279 52%	193 36%	216 49%	155 32%	80 46%	30 36%	99 43%	70 41%	87 48%	74 50%	44 43%	81 42%	85 32%	105 38%	87 49%	104 43%	308 34%
Civil Partnership	14 1%	8 1%	6 1%	3 1%	3 1%	3 1%	4 1%	1 *	- -	5 1%	2 *	2 1%	5 1%	2 1%	- -	- -	4 2%	- -	2 1%	- -	2 1%	1 *	1 *	* *	- -	10 1%
Co Habiting	282 14%	112 11%	170 17%	24 10%	81 23%	60 18%	57 16%	32 11%	27 6%	49 9%	73 14%	77 18%	83 17%	23 13%	15 18%	30 13%	28 17%	33 18%	16 11%	17 17%	33 17%	35 13%	38 13%	13 7%	34 14%	165 18%
NET: Widowed/ separated/ divorced	255 13%	120 12%	135 13%	- -	9 3%	13 4%	54 15%	70 24%	109 24%	52 10%	69 13%	45 10%	89 18%	18 10%	10 12%	30 13%	24 14%	25 14%	15 10%	15 15%	23 12%	38 14%	37 13%	18 10%	18 8%	91 10%
Widowed	63 3%	25 3%	38 4%	- -	4 1%	1 *	3 1%	12 4%	43 10%	11 2%	20 4%	10 2%	22 4%	5 3%	1 1%	10 4%	7 4%	5 3%	3 2%	6 6%	2 1%	9 3%	8 3%	6 3%	2 1%	14 2%
Separated	32 2%	17 2%	15 1%	- -	4 1%	5 1%	7 2%	6 2%	9 2%	8 2%	11 2%	3 1%	10 2%	2 1%	- -	3 1%	3 2%	6 3%	- -	1 1%	6 3%	5 2%	3 1%	2 1%	3 1%	13 1%
Divorced	160 8%	78 8%	82 8%	- -	1 *	7 2%	43 12%	52 18%	57 13%	33 6%	38 7%	31 7%	58 12%	11 6%	9 11%	17 8%	15 9%	14 8%	12 8%	7 7%	15 8%	24 9%	26 9%	9 5%	13 6%	64 7%
Prefer not to answer	12 1%	3 *	9 1%	4 2%	4 1%	* *	4 1%	- -	- -	3 1%	4 1%	3 1%	1 *	- -	2 2%	1 1%	1 *	1 *	1 *	- -	- -	3 1%	4 1%	- -	1 1%	7 1%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Glasgow	81	44	37	6	16	16	11	16	17	17	24	23	18	81	-	-	-	-	-	-	-	-	-	-	10	43
	4%	5%	4%	3%	5%	5%	3%	5%	4%	3%	4%	5%	4%	46%	-	-	-	-	-	-	-	-	-	-	4%	5%
Edinburgh	71	37	34	2	17	16	12	9	16	19	22	16	14	71	-	-	-	-	-	-	-	-	-	-	10	29
	4%	4%	3%	1%	5%	5%	3%	3%	4%	3%	4%	4%	3%	41%	-	-	-	-	-	-	-	-	-	-	4%	3%
Newcastle	90	40	50	20	9	16	16	14	16	22	21	23	24	-	81	6	3	-	-	-	-	-	-	-	16	33
	5%	4%	5%	8%	3%	5%	4%	5%	4%	4%	4%	5%	5%	-	96%	3%	2%	-	-	-	-	-	-	-	7%	4%
Leeds	81	38	43	6	11	18	20	13	13	17	21	22	21	-	-	4	77	-	-	-	-	-	-	-	12	38
	4%	4%	4%	3%	3%	5%	6%	4%	3%	3%	4%	5%	4%	-	-	2%	45%	-	-	-	-	-	-	-	5%	4%
Hull	41	25	15	3	6	4	6	9	11	14	13	6	8	-	-	-	35	-	4	-	1	-	-	-	3	17
	2%	3%	1%	1%	2%	1%	2%	3%	2%	3%	2%	1%	2%	-	-	-	21%	-	3%	-	1%	-	-	-	1%	2%
Sheffield	60	37	23	5	16	11	9	14	6	21	14	18	7	-	-	-	46	-	14	-	-	-	-	-	9	31
	3%	4%	2%	2%	5%	3%	2%	5%	1%	4%	3%	4%	2%	-	-	-	27%	-	9%	-	-	-	-	-	4%	3%
Manchester	146	83	64	15	21	24	16	22	49	39	32	44	31	-	-	129	2	9	3	4	-	-	-	-	12	61
	7%	8%	6%	6%	6%	7%	4%	8%	11%	7%	6%	10%	6%	-	-	56%	1%	5%	2%	3%	-	-	-	-	5%	7%
Liverpool	92	53	39	18	14	13	14	13	20	35	13	19	25	-	1	72	-	1	-	19	-	-	-	-	7	40
	5%	5%	4%	8%	4%	4%	4%	4%	4%	6%	2%	4%	5%	-	1%	31%	-	*	-	18%	-	-	-	-	3%	4%
Nottingham	72	40	32	6	9	13	21	6	17	18	20	13	21	-	-	-	1	-	71	-	1	-	-	-	15	25
	4%	4%	3%	3%	3%	4%	6%	2%	4%	3%	4%	3%	4%	-	-	-	*	-	48%	-	*	-	-	-	6%	3%
Birmingham	165	88	77	14	29	30	29	22	42	42	43	43	37	-	-	-	-	155	7	2	-	-	1	-	12	74
	8%	9%	8%	6%	8%	9%	8%	8%	9%	8%	8%	10%	8%	-	-	-	-	86%	5%	2%	-	-	*	-	5%	8%
Norwich	97	29	69	10	27	20	14	11	16	32	19	26	20	-	-	-	-	-	*	-	94	-	3	-	11	53
	5%	3%	7%	4%	8%	6%	4%	4%	3%	6%	3%	6%	4%	-	-	-	-	-	*	-	48%	-	1%	-	5%	6%
Milton Keynes	72	34	38	12	11	6	19	8	16	17	20	14	21	-	-	-	-	-	35	-	26	-	11	-	7	29
	4%	3%	4%	5%	3%	2%	5%	3%	4%	3%	4%	3%	4%	-	-	-	-	-	24%	-	13%	-	4%	-	3%	3%
Brighton	34	16	18	-	10	3	10	3	8	7	11	4	12	-	-	-	-	-	-	-	-	-	34	-	1	18
	2%	2%	2%	-	3%	1%	3%	1%	2%	1%	2%	1%	2%	-	-	-	-	-	-	-	-	-	12%	-	*	2%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 30
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Oxford	23 1%	13 1%	10 1%	5 2%	3 1%	2 1%	2 1%	3 1%	6 1%	9 2%	5 1%	6 1%	3 1%	-	-	-	-	1 *	-	-	-	-	19 7%	4 2%	3 1%	9 1%
London	459 23%	168 17%	290 28%	70 30%	89 26%	72 22%	99 28%	58 20%	70 16%	126 23%	156 29%	76 17%	102 21%	-	-	-	-	-	1 1%	-	50 26%	264 100%	142 51%	1 1%	67 28%	233 26%
Southampton	80 4%	41 4%	40 4%	7 3%	20 6%	18 6%	4 1%	9 3%	22 5%	19 4%	25 5%	11 2%	25 5%	-	-	-	-	-	-	-	-	-	55 20%	25 14%	5 2%	42 5%
Bristol	87 4%	52 5%	34 3%	11 5%	13 4%	9 3%	17 5%	7 2%	29 6%	36 7%	18 3%	17 4%	16 3%	-	-	-	-	1 1%	-	*	-	-	-	85 48%	17 7%	36 4%
Plymouth	52 3%	29 3%	23 2%	11 5%	5 1%	8 2%	7 2%	5 2%	15 3%	5 1%	23 4%	7 2%	16 3%	-	-	-	-	-	-	-	-	-	-	52 29%	2 1%	24 3%
Cardiff	66 3%	44 4%	22 2%	2 1%	7 2%	13 4%	7 2%	17 6%	20 4%	18 3%	15 3%	17 4%	16 3%	-	-	-	-	3 1%	-	63 62%	-	-	-	-	10 4%	22 2%
None of these	137 7%	67 7%	69 7%	11 5%	15 4%	16 5%	23 6%	30 10%	42 9%	29 5%	25 5%	30 7%	53 11%	22 13%	3 3%	19 8%	6 4%	11 6%	13 9%	14 14%	22 11%	-	17 6%	9 5%	11 4%	40 4%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 31
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base		2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base		2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Up to £7,000	(3.5)	81	30	51	12	12	18	11	21	7	4	12	9	57	4	6	9	5	8	4	6	8	11	13	6	2	24
		4%	3%	5%	5%	3%	5%	3%	7%	2%	1%	2%	2%	12%	2%	8%	4%	3%	5%	3%	6%	4%	4%	4%	4%	1%	3%
£7,001 to £14,000	(10.5)	306	139	167	28	50	42	50	66	72	28	57	52	169	33	16	39	21	24	24	24	24	40	37	24	15	91
		15%	14%	16%	12%	14%	13%	14%	23%	16%	5%	11%	12%	35%	19%	19%	17%	13%	13%	16%	24%	12%	15%	13%	13%	6%	10%
£14,001 to £21,000	(17.5)	344	181	163	25	48	38	58	67	109	65	105	85	89	37	18	48	33	25	36	19	31	35	28	35	43	128
		17%	19%	16%	11%	14%	11%	16%	23%	24%	12%	19%	19%	18%	21%	22%	21%	19%	14%	24%	18%	16%	13%	10%	20%	18%	14%
£21,001 to £28,000	(24.5)	322	193	129	14	47	51	52	55	104	70	114	77	61	23	11	31	32	42	28	17	30	30	48	29	47	135
		16%	20%	13%	6%	13%	15%	14%	19%	23%	13%	21%	18%	13%	13%	13%	14%	19%	23%	19%	16%	15%	11%	17%	16%	20%	15%
£28,001 to £34,000	(31)	267	137	131	11	44	47	34	41	90	90	64	74	40	30	11	35	26	20	8	17	28	29	40	23	33	121
		13%	14%	13%	5%	13%	14%	10%	14%	20%	17%	12%	17%	8%	17%	13%	15%	15%	11%	6%	16%	15%	11%	14%	13%	14%	14%
£34,001 to £41,000	(37.5)	156	92	64	11	32	40	31	15	27	54	42	43	17	8	3	16	18	15	8	6	21	30	14	18	22	95
		8%	9%	6%	5%	9%	12%	9%	5%	6%	10%	8%	10%	3%	5%	4%	7%	10%	8%	5%	5%	11%	11%	5%	10%	9%	11%
£41,001 to £48,000	(44.5)	106	42	64	25	32	20	14	8	7	55	25	17	8	8	3	12	10	7	3	4	14	13	24	8	26	59
		5%	4%	6%	11%	9%	6%	4%	3%	2%	10%	5%	4%	2%	5%	3%	5%	6%	4%	2%	4%	7%	5%	8%	5%	11%	7%
£48,001 to £55,000	(51.5)	99	46	54	17	30	14	30	2	6	35	34	19	11	9	2	10	9	8	7	3	11	18	19	4	13	71
		5%	5%	5%	7%	9%	4%	8%	1%	1%	6%	6%	4%	2%	5%	2%	4%	5%	4%	5%	3%	6%	7%	7%	2%	5%	8%
£55,001 to £62,000	(58.5)	41	15	26	9	13	4	15	1	-	15	8	15	3	2	5	2	6	5	5	-	2	6	8	2	9	29
		2%	2%	3%	4%	4%	1%	4%	*	-	3%	1%	4%	1%	1%	6%	1%	3%	3%	3%	-	1%	2%	3%	1%	4%	3%
£62,001 to £69,000	(65.5)	22	9	13	4	6	6	6	-	-	11	4	7	-	1	2	5	1	2	2	2	-	4	3	*	4	16
		1%	1%	1%	2%	2%	2%	2%	-	-	2%	1%	2%	-	1%	3%	2%	*	1%	1%	2%	-	2%	1%	*	2%	2%
£69,001 to £76,000	(72.5)	23	10	12	-	5	10	8	-	-	13	7	3	-	1	1	1	-	3	-	1	1	3	6	5	1	21
		1%	1%	1%	-	1%	3%	2%	-	-	2%	1%	1%	-	*	2%	*	-	2%	-	1%	1%	1%	2%	3%	*	2%
£76,001 to £83,000	(79.5)	18	9	9	7	1	4	5	1	-	7	5	3	3	1	-	4	-	-	3	-	4	2	1	3	4	13
		1%	1%	1%	3%	*	1%	1%	*	-	1%	1%	1%	1%	*	-	2%	-	-	2%	-	2%	1%	*	2%	2%	1%
£83,001 or more	(86)	57	28	29	21	2	15	16	3	-	46	9	1	-	5	1	4	1	1	9	-	5	15	8	7	11	35
		3%	3%	3%	9%	1%	5%	4%	1%	-	9%	2%	*	-	3%	1%	2%	1%	1%	6%	-	3%	6%	3%	4%	5%	4%

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 31

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
Prefer not to answer	162	45	117	50	27	21	27	10	27	46	54	31	31	12	4	15	9	20	11	3	15	28	32	12	9	57
	8%	5%	11%	21%	8%	6%	8%	3%	6%	9%	10%	7%	6%	7%	5%	6%	5%	11%	8%	3%	8%	11%	12%	7%	4%	6%
Average income (£000's)	28.85	28.74	28.97	38.07	30.56	32.23	32.96	21.30	22.89	39.15	28.98	28.46	17.97	26.78	26.20	27.49	27.54	27.35	29.54	23.62	29.88	32.29	31.32	29.55	34.41	33.95

Sugar Tax Survey

ONLINE Fieldwork: 25th-26th November 2015

Absolutes/col percents

Table 32

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2005	1045	960	186	288	326	399	292	514	610	576	308	511	187	90	221	199	168	147	112	214	215	271	181	230	792
Weighted base	2005	977	1028	233	347	329	357	289	450	539	539	437	489	174	84	230	170	180	148	102	194	264	280	176	240	895
NET: Yes	423	228	195	10	64	56	75	98	121	89	98	71	165	38	13	57	41	41	40	28	49	33	52	33	44	117
	21%	23%	19%	4%	19%	17%	21%	34%	27%	17%	18%	16%	34%	22%	16%	25%	24%	23%	27%	25%	12%	18%	19%	18%	13%	
Yes - physical condition	277	153	124	5	24	32	51	64	101	61	59	51	106	18	8	41	27	31	25	20	30	23	33	22	27	61
	14%	16%	12%	2%	7%	10%	14%	22%	22%	11%	11%	12%	22%	10%	9%	18%	16%	17%	17%	20%	15%	9%	12%	12%	11%	7%
Yes - disability	148	79	69	2	20	17	37	41	31	25	35	13	75	13	6	20	11	15	6	15	17	18	18	8	17	33
	7%	8%	7%	1%	6%	5%	10%	14%	7%	5%	7%	3%	15%	7%	7%	9%	7%	8%	4%	14%	9%	7%	7%	5%	7%	4%
Yes - mental condition	133	64	69	7	36	30	26	25	10	20	25	24	65	16	6	20	17	9	11	3	9	11	16	14	9	51
	7%	7%	7%	3%	10%	9%	7%	8%	2%	4%	5%	5%	13%	9%	7%	9%	10%	5%	8%	3%	5%	4%	6%	8%	4%	6%
Yes - other	30	16	13	1	5	6	3	10	4	5	7	4	14	3	2	4	2	2	8	*	4	1	3	2	1	8
	1%	2%	1%	*	1%	2%	1%	4%	1%	1%	1%	1%	3%	1%	3%	2%	1%	1%	5%	*	2%	*	1%	1%	*	1%
No	1532	728	804	210	276	265	270	190	321	440	430	359	302	133	66	169	125	133	108	74	143	218	224	140	192	762
	76%	75%	78%	90%	79%	81%	76%	66%	71%	82%	80%	82%	62%	76%	78%	73%	73%	74%	73%	73%	73%	83%	80%	80%	80%	85%
Prefer not to say	50	21	29	13	7	8	13	1	8	10	11	7	22	4	5	5	5	6	1	-	3	14	5	3	4	16
	2%	2%	3%	6%	2%	2%	4%	*	2%	2%	2%	2%	5%	2%	6%	2%	3%	4%	*	-	1%	5%	2%	2%	2%	2%