

Support for Healthy Weight Policies – Polling Results August 2022

Obesity Action Scotland recently commissioned Diffley Partnership to carry out public polling on various policy interventions. Over one thousand people responded to the survey which was conducted between 24th-26th August 2022. The results largely showed support for a number of policy measures which would allow people in Scotland to eat a healthier diet.

There were important findings in relation to policies focusing on promotion of unhealthy foods. The vast majority of respondents (87%) supported interventions to ensure special offers and promotions are applied to healthy foods and everyday essentials when shopping in-store and online, while only 5% of respondents opposed such measures. More people were also in favour of restricting price promotions of unhealthy foods in shops and online (57% supported, 26% opposed) and measures to restrict where such foods can be displayed in stores (65% supported, 15% opposed).

Calorie labelling was another topic covered in the survey. Most respondents supported adding calorie information to menus when eating out (60%) while only 20% opposed such a measure. There was also high support for adding calorie information to menus and apps when ordering food online (61% supported, 18% opposed).

Interventions to restrict advertising of unhealthy foods saw majority support from respondents. Banning sponsorship of unhealthy food and drinks at sports events was supported by 59% of people, while 18% opposed. Banning adverts for unhealthy foods in outdoor spaces also saw higher support with 56% of respondents in favour compared to 19% opposed.

Other measures posed to respondents included capping portion sizes of unhealthy food and drinks when eating out. This was the only intervention which saw less than half of respondents show support (42%), however there were still fewer people who were opposed to the measure (37%). Finally, a policy that would limit the number of fast food outlets allowed in a specific area saw 53% of people in support compared to 25% opposed.

The survey was designed by Diffley Partnership and invitations were issued online using the ScotPulse Panel. Results are based on a survey of 1,129 respondents. Fieldwork was conducted between 24th – 26th August 2022. Results are weighted to the Scottish population by age and gender.

Full results table available on next page.

'To what extent would you support the following measures aimed at improving people's health?'

Base: 1,129 Responses	Strongly Support (%)	Somewhat Support (%)	Net Support (%)	Somewhat Oppose (%)	Strongly Oppose (%)	Net Oppose (%)	Neither Support nor Oppose (%)	Don't Know (%)
Ensuring special offers and promotions are applied to healthy foods and everyday essentials (when shopping in store and online)	64	23	87	2	3	5	7	1
Restricting price promotions of unhealthy foods in shops and online (such as sweets, crisps and fizzy drinks)	33	24	57	14	13	26	16	1
Restricting where unhealthy foods can be displayed in stores (e.g. away from checkouts and entrances)	37	29	65	8	7	15	18	2
Adding calorie information to menus (e.g. for cafes, restaurants and fast food outlets)	31	29	60	9	11	20	20	1
Adding calorie information to menus and apps when ordering online	34	28	61	8	10	18	19	2
Capping portion sizes of unhealthy food and drinks when eating out	21	21	42	15	22	37	19	2
Limiting the number of fast food outlets in a specific area	29	24	53	15	10	25	21	1
Banning sponsorship of unhealthy food and drinks at sports events	38	21	59	13	6	18	22	1
Banning adverts for unhealthy foods in outdoor spaces such as billboards, bus stops and train stations	33	23	56	12	7	19	23	2