

Public support for healthy food environment policies in Wales

September 2023



Executive summary

1. BIT and Nesta **examined how different ways of presenting healthy eating policies impact people's support for those policies.** We did this through an online study with a representative sample of 3,025 Welsh adults from 15 June to 6 July 2023.
2. Support was positive for all policies. However, **'calorie labels' and 'restricting location promotions' received the highest levels of support, with 46% and 45% of respondents favouring them.**
3. **The way in which policies were described had a significant impact on their reception,** with certain descriptions successful in increasing public support **in four out of five policies,** resulting in support **increases ranging from 8 to 16 percentage points.**
4. Notably, the **'consumer rights' and 'child health benefits' descriptions consistently performed better than the other descriptions** in the three policies where they were tested.
5. Ethnic minority groups favoured policies such as **'restricting price reductions,' 'multi-buy offers,' 'volume promotions,' and 'calorie labels,'** while white participants showed varied support among the policies that were tested.

POLICY NET SUPPORT

(where net support is the percentage of support for the policy, minus the percentage of opposition)

Calorie labels

**Net support: 46%*

Restricting location promotions

**Net support: 45%*

Restricting temporary price reductions

**Net support: 29%*

Restricting multi buy offers and volume promotions

**Net support: 26%*

Restricting larger portion sizes of sugary soft drinks

**Net support: 6%*

Policy descriptions that led to statistically significant increases in net support when compared to a standard description of the policy



Policy	Descriptions	Percentage point increase in net support compared to standard description
Calorie labels	Consumer rights	12
Restricting location promotions	Support for restricting location remained unchanged across all tested descriptions.	
Restricting temporary price reductions	Consumer rights	16
	Child health benefits	15
	Influencing industry actions	14
Restricting multi-buy offers and volume promotions	Pros of shifting multi-buy offers to healthy foods on the cost of living	8
Restricting portion sizes of sugary soft drinks	Child health benefits	14
	Influencing industry actions	12

Net support is the % who support the policy, minus the % who oppose.

Recommended policy-specific descriptions for **calorie labels**



We recommend emphasising **consumer rights** due to its significant impact on public support (56%). This approach resulted in a **12 percentage points (pp)** increase in net support compared to the standard description, which received 44%.

Description language

Standard description



This policy would require large restaurants and takeaways to inform customers about the calorie content of their menu items.

Consumer rights



Everyone has the right to know what they are buying with their money. Furthermore, some people have medical conditions that require them to carefully manage how many calories they eat – which would be impossible for them to do without calorie labels. Calorie labels help fulfil customers' right to be informed about what they are purchasing.



Recommended policy-specific descriptions for restricting location promotions



While **no description yielded a statistically significant increase in support**, we recommend using the **'influencing industry actions'** description as it led to the most positive response (50%) compared to the standard description (42%).

Description language

Standard description




This policy would allow supermarkets to place only healthy foods (and not unhealthy foods) in store areas that typically lead to impulse purchases. These areas include checkout display, queue display and ends of aisles.

Influencing industry actions



This policy aims to encourage food brands to produce more healthy foods that could be promoted in key areas of supermarkets. It would also encourage supermarkets to stock more healthy products that make attractive promotions for customers.

Recommended policy-specific descriptions for restricting temporary price reductions



We recommend the following descriptions for increased net support:

- **consumer rights** (34%) raised it by **16 pp** compared to the standard description (18%)
- **child health benefits** (33%) raised it by **15 pp** compared to the standard description (18%)
- **influencing industry actions** (32%) raised it by **14 pp** compared to the standard description (18%).

Description language

Standard description



This policy would require that retailers only run temporary price discounts (eg 20% off the price of a product for one week) on healthy foods and not on unhealthy foods.

Consumer rights



Temporary price discounts are often used as a marketing tactic to influence people to buy more unhealthy foods. Currently, supermarkets discount unhealthy foods more often than healthy foods, making it hard for people to make healthy choices. This policy would empower people to make independent decisions about their food choices without being influenced by negative industry tactics.



Child health benefits



Evidence shows that young people are particularly influenced by price discounts when selecting foods. Price discounts are more common for sugary foods like biscuits and cakes, making children (and their parents) more likely to buy them. Price discounts on unhealthy foods push children to eat more of them and contribute to children developing conditions such as obesity, diabetes and tooth decay.



Influencing industry actions



This policy aims to encourage food brands to develop healthier products that can be included in multi-buy offers under this new rule. For example, supermarkets would develop healthier versions of “meal deals” so they could continue offering their signature deals.



Recommended policy-specific descriptions for **restricting multi-buy offers and volume promotions**



We recommend leveraging **the benefits of shifting multi-buy offers to healthier food options within the cost of living context (30%)**. This change led to an **8 pp** increase in net support compared to the standard description, which received 22%.

Description language

Standard description



This policy would ensure that retailers only run multi-buy offers on healthy foods (and not on unhealthy foods). Examples of multi-buy offers include meal-deals and 'buy one, get one free'.

Pros on the cost of living



Supermarkets use multi-buy offers to push people to spend more money at their stores, usually on unhealthy foods like cakes and biscuits. This policy aims to shift multi-buy offers to healthy foods so people can enjoy discounts without being pushed to spend extra money on unhealthy foods.

Recommended policy-specific descriptions for restricting portion sizes of sugary soft drinks



We recommend the following descriptions for increased net support:

- **child health benefits** led to a **14 pp** surge in public support (12%). This is in stark contrast to the standard description, which showed a decrease of -2%
- **influencing industry actions** led a **12 pp** surge in public support (10%) compared to the standard description (-2%).

Description language

Standard description



This policy is designed to encourage restaurants to add more low- and no-sugar drink options to their menus, as these could still be sold in larger portions. Similarly, the policy would encourage drink brands to invest in developing delicious healthier drinks that are allowed in larger sizes.

Child health benefits



Evidence shows that large doses of sugar directly harm children's health by causing conditions such as obesity, diabetes and tooth decay. The large drink portions that are sometimes offered at restaurants are dangerous to children – this policy is an easy and practical way to protect more children from developing chronic illnesses.



Influencing industry actions



This policy is designed to encourage restaurants to add more low- and no-sugar drink options to their menus, as these could still be sold in larger portions. Similarly, the policy would encourage drink brands to invest in developing delicious healthier drinks that are allowed in larger sizes.



General recommendations

- Policies related to **adding calorie labels to restaurant menus and restricting location promotions** received the highest levels of support **with 46% and 45% of net support**. These policies enjoyed strong popularity among participants and could be considered for prioritisation in public health initiatives. Other policies might warrant further exploration to enhance public support.
- Craft **tailored messaging for each policy** to optimise public support; choose descriptions carefully as their impact can be more critical than the actual content of the discussion.
- Prioritise the adoption of **messaging strategies that resonate widely**. If tailoring for each policy isn't practical, consider using universally effective descriptions such as **'consumer rights'** and **'child health benefits'**. These descriptions consistently outperformed standard descriptions in every scenario where they were used.

Policy descriptions with wide support

Consumer rights involves emphasising and highlighting the protections, entitlements and benefits that the policy provides to consumers. The goal is to inform and assure consumers that their interests are being safeguarded and their wellbeing is a priority.



Child health benefits involves highlighting the positive impact and advantages that a policy has on the health and wellbeing of children. This approach is used to emphasise how the policy directly contributes to improving the health, safety and overall quality of life for children and their families.



Background



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Background

We tested how changing the description of five healthy eating policies affected the public support for the implementation of these policies in Wales

Background: in 2022, the Welsh Government initiated the Healthy Food Environment (HFE) consultation to explore policy proposals for promoting healthier food choices. A previous unpublished Nesta study found that seven out of eight policies demonstrated positive net support, signalling the potential for creating a healthier food environment in Wales. However, it became apparent that the support for these policies often rested on narrow margins, leaving an opportunity for improvement and easing further implementation. To address this, we conducted tests to gauge how different descriptions of five healthy eating policies could increase public support in Wales, making implementation smoother.

Research question: which policy descriptions would garner greater public support compared to a standard description (a control)?

Method: we recruited an online representative sample of 3,025 participants. For each policy, we tested three alternative descriptions ('frames') based on evidence from previous research, aiming to boost public support. Using a randomised controlled trial (RCT), we compared participants' support for each of the five policies based on the descriptions they viewed. Additionally, we gathered information on participants' reasons for supporting or opposing each policy.

Additional research: in addition to the primary experiment, we explored whether public support for policies in general differed based on framing policies in terms of 1) long-term versus short-term impacts on the NHS, or 2) obesity prevention versus diabetes prevention. We also surveyed participants on their support for calorie-labeling policies and their smoking habits.

Background


We tested three ‘intervention descriptions’ to increase the support for five healthy eating policies against a ‘standard description’ of each policy

Policy	Standard description	Intervention description 1	Intervention description 2	Intervention description 3
Calorie labels	Neutral	Influencing industry actions	Status quo (gov already does this function)	Consumer’s rights and empowerment
Restricting location promotions	Neutral	Influencing industry actions	Pros and cons: business justice idea	Pros only: business justice
Restricting temporary price reductions on unhealthy foods	Neutral	Influencing industry actions	Consumer rights and empowerment	Child health benefits
Restricting multi-buy offers and volume promotions on unhealthy foods	Neutral	Influencing industry actions	Pros and cons: cost of living	Pros only: cost of living
Restricting larger portion sizes of sugary soft drinks in the out of home sector	Neutral	Influencing industry actions	Status quo (gov already does this function)	Child health benefits

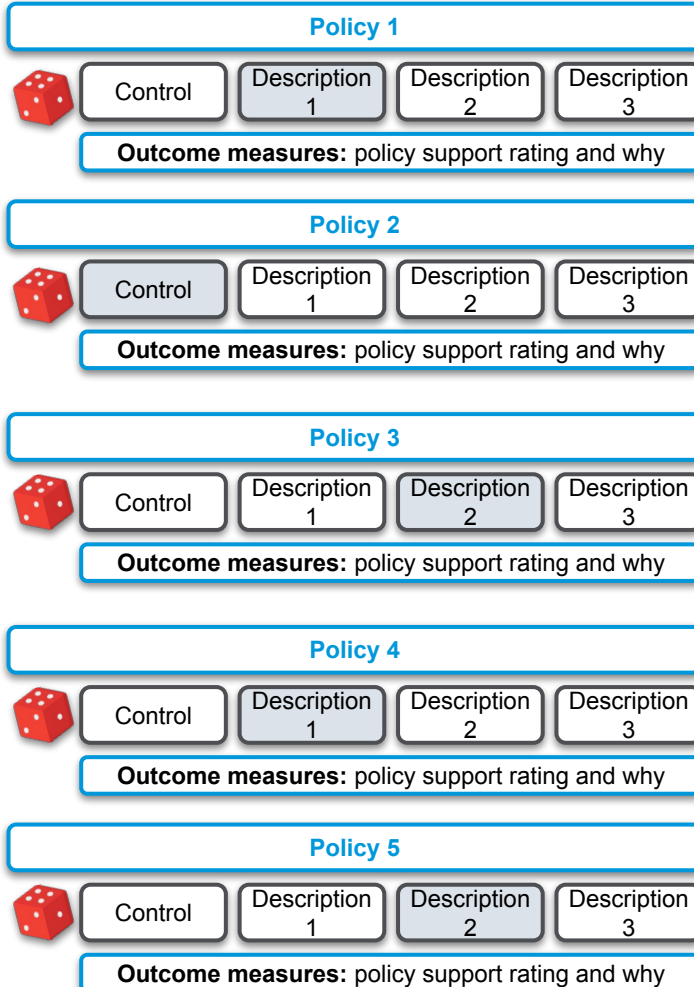
Background Experimental flow

 3,025 Welsh adults

Screening


Policy framings randomly assigned for each policy

Policy questions: participant views policy screens in random order



Participants split into two randomisations:
(1) immediate vs long-term benefits of obesity-prevention policies
OR
(2) diabetes vs obesity description of healthy eating policies


Framing

Policy A

Policy B

Outcome measure: policy support rating

Demographic questions

Background

We recruited a representative sample of more than 3,000 Welsh adults

BIT worked with Nesta to test the effects of different framings of healthy eating policies on support for said policies. We did this through an **online representative sample of 3,025 Welsh adults between 15 June and 6 July 2023.**

Gender		Region		Ethnicity	
Women	55%	North Wales	20%	White	92%
Age		Mid Wales	5%	Asian	3%
18-24	13%	Southeast Wales	55%	Black	3%
25-54	59%	Southwest Wales	20%	Mixed / other	2%
55+	28%				

NOTE ON INTERPRETING RESULTS

1. The sample doesn't capture the digitally excluded or people not inclined to complete online surveys.
2. Just because people say they would do something in an online experiment, doesn't mean they always will in real life. We therefore interpret stated intent as a likely upper bound of real behaviour.
3. When we examine differences by subgroups (such as gender, ethnicity), we only do so when the sample size remains large enough to draw robust inferences.

Median time spent completing survey: 5m 23s

Also collected data for all respondents for urbanicity, household income, employment, education, political view and BMI.

Key findings: policy summary


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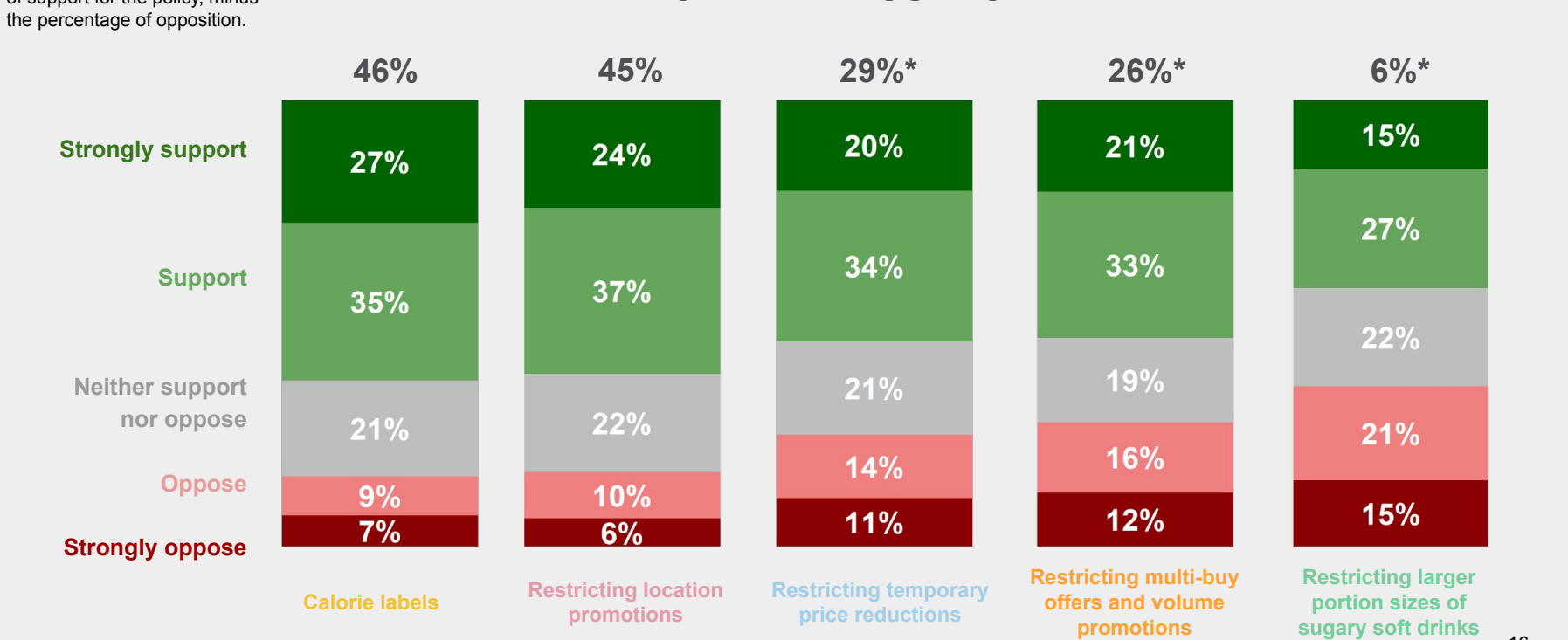


Policy summary

Support was positive for all policies. 'Calorie labels' and 'restricting location promotions' had the highest support while 'restricting larger portion sizes' had the lowest

Net support: the percentage of support for the policy, minus the percentage of opposition.

POLICY NET SUPPORT



Summary

Support for different policies differed among some demographic subgroups



Ethnicity significantly impacted policy support, with ethnic minority respondents favouring restrictions on temporary price reductions (ethnic minorities 50% vs white 27%), multi-buy offers (ethnic minorities 46% vs white 24%), and calorie labels (ethnic minorities 56% vs white 46%) compared to white respondents.



Individuals with above-median income levels generally exhibited slightly higher support for policies, particularly regarding restricting location promotions (49% above median vs 41% below median) and implementing calorie labels (52% above median vs 42% below median), compared to those with below-median income.



Acceptability tends to be slightly higher among liberal respondents compared to conservative respondents, with policies such as restricting multi-buy offers and volume promotions (29% liberals vs 19% conservatives) and restricting location promotions showing notably higher support among liberals (51% liberals vs 34% conservatives).

Key findings: calorie labels


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Key findings – calorie labels

Participants were randomly assigned to see one of four policy descriptions and asked to rate them in terms of support



3,025 Welsh adults

Standard: this policy would require large restaurants and takeaways to inform customers about the calorie content of their menu items.

Influencing industry actions: introducing calorie labels would encourage restaurants to offer more healthy options. Restaurant owners will want to attract and keep customers by offering meal options that fit a variety of customer needs, including lower-calorie meals.

Status quo: calorie labels are already required on foods sold in supermarkets. This policy would simply make calorie labelling rules consistent across all foods, so customers get information on calories in restaurants in the same way as they already do in supermarkets.

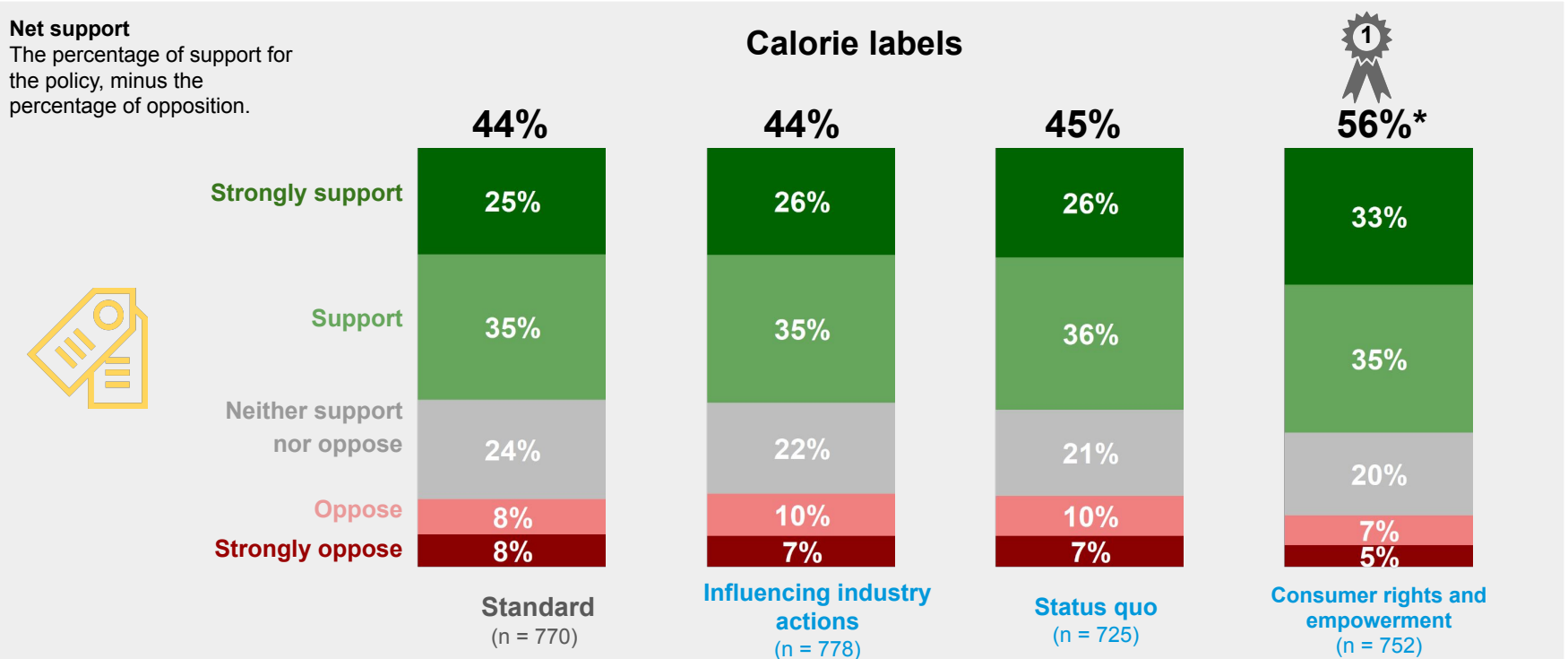
Consumer rights and empowerment: everyone has the right to know what they are buying with their money. Furthermore, some people have medical conditions that require them to carefully manage how many calories they eat – which would be impossible for them to do without calorie labels. Calorie labels help fulfil customers' right to be informed about what they are purchasing.

Outcome measure

- **Net support:** the percentage of support for the policy, minus the percentage of opposition.
- **Support score:** 5-point Likert scale, where 1 is strongly oppose and 5 is strongly support.

Key findings – calorie labels

Policy's emphasis on consumer rights and empowerment led to a 12 percentage point increase in net support compared to the standard description



* denotes a statistically significant difference from the control framing, $p < .05$. Regression controls for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Key findings – calorie labels

Support for restricting temporary price reductions was driven by its perceived effectiveness for improving UK health, while opposition centered around doubts regarding its impact



Among those who support calorie labels in restaurants (n = 1,900), the top three reasons for supporting the policy were that ...

- 66% It will be effective for improving health in the UK
- 53% It will improve their own health
- 31% It's the right thing for the government to do



Among those who do not support calorie labels in restaurants (n = 1,125), the top three reasons for not supporting the policy were that...

- 41% It won't be effective for improving health in the UK
- 29% It's not the government's responsibility
- 24% It will cost them money

Additional findings

Support for calorie labels on menus was high, but some felt customers should be able to choose if they get a menu with calorie labels or not



Some thought the policy was a good idea, saying it would help people purchase healthier foods

“Totally support cal information, this helps me when eating out.”

“Will definitely make people more mindful of what they are eating.”

“Great for us to know exactly how many calories we are eating when we are out.”



Some felt customers should have a choice between a menu with calorie labels vs one without

“There should be an option to view menus without as well in case of people recovering from eating disorders.”

“People can choose if they still want to eat it. I would like two options of menus. One showing and one without as it could be harmful for those with eating disorders.”

Key findings: restricting location promotions


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Key findings – restricting location promotions

Participants were randomly assigned to see one of four policy descriptions and asked to rate them in terms of support



3,025 Welsh adults

Standard: this policy would allow supermarkets to place only healthy foods (and not unhealthy foods) in store areas that typically lead to impulse purchases. These areas include checkout display, queue display, and ends of aisles.

Influencing industry actions: this policy aims to encourage food brands to produce more healthy foods that could be promoted in key areas of supermarkets. It would also encourage supermarkets to stock more healthy products that make attractive promotions for customers.

Pros and cons on business justice: some people argue that this policy would reduce supermarkets' profits and hurt their ability to compete with other companies. In reality, lots of supermarkets want to improve the wellbeing of their customers, but they fear having unfair disadvantage compared to supermarkets that continue to promote junk food. This policy would empower responsible supermarkets to promote healthier products without suffering an unfair disadvantage.

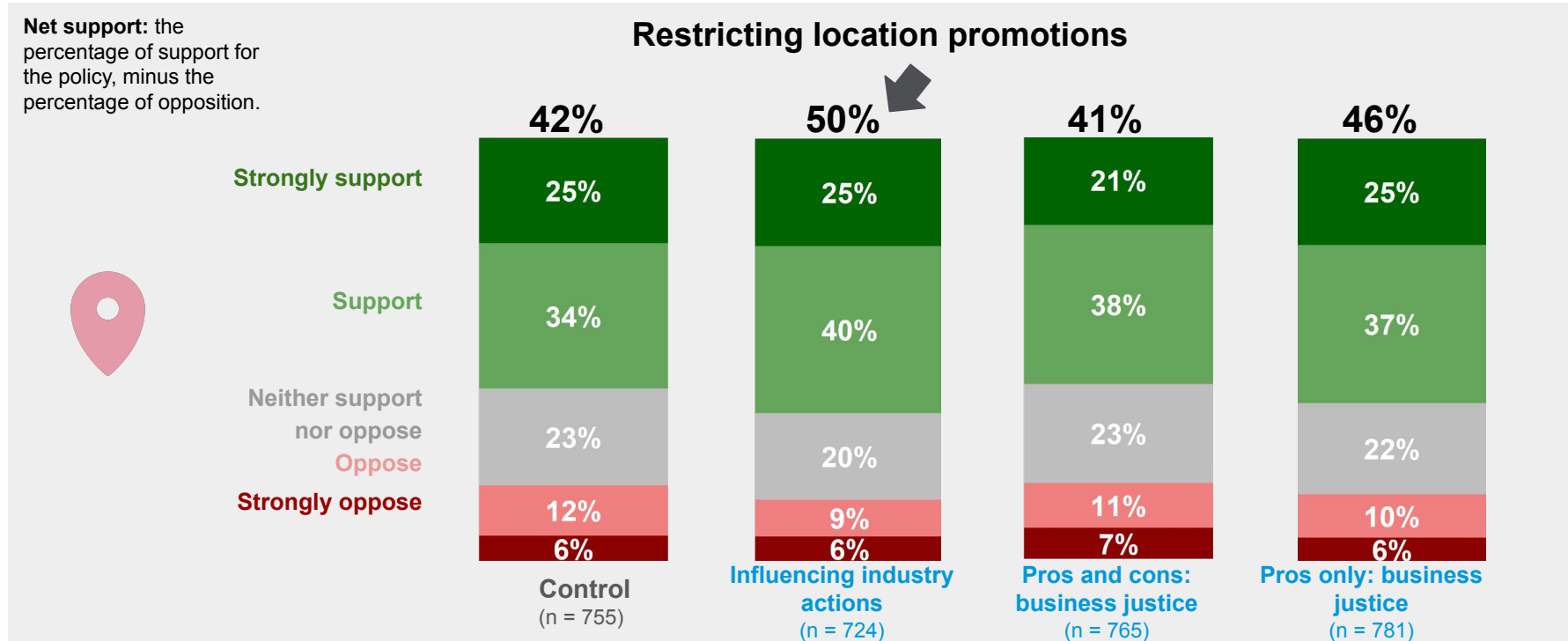
Pros only on business justice: lots of supermarkets want to improve the wellbeing of their customers, but they fear having unfair disadvantage compared to supermarkets that continue to promote junk food. This policy would empower responsible supermarkets to promote healthier products without suffering an unfair disadvantage.

Outcome measure

- **Net support:** the percentage of support for the policy, minus the percentage of opposition.
- **Support score:** 5-point Likert scale, where 1 is strongly oppose and 5 is strongly support.

Key findings – restricting location promotions

No description achieved a statistically significant increase in support. However, the ‘influencing industry actions’ description led to the most positive response



* denotes a statistically significant difference from the control framing, $p < .05$. Regression controls for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Key findings – restricting location promotions

Support for restricting temporary price reductions was driven by its perceived effectiveness for improving UK health, while opposition centered around doubts regarding its impact



Among those who support restricting location promotions (n = 1,854), the top three reasons for supporting the policy were that ...

- 69% It will be effective for improving health in the UK
- 44% It will improve their own health
- 34% It's the right thing for the government to do



Among those who do not support restricting location promotions (n = 1,171), the top three reasons for not supporting the policy were that...

- 39% It won't be effective for improving health in the UK
- 35% It's not the government's responsibility
- 23% It will decrease the availability of the foods they want

Additional findings

When asked for feedback on restricting location promotions, participants commonly thought it would help them reduce impulse purchases



Some thought the policy was a good idea, saying it would help them reduce impulse purchases

“Good idea! I make a lot of impulsive unhealthy choices because of the placement of products in a store so replacing that with healthy products sounds good.”

“Encouraging healthy eating should be a priority of both food businesses and government. This should improve the nation's health.”

“Some shops do this now and it definitely stops me buying unhealthy food.”



Some felt the policy wouldn't be effective

“If people want to buy unhealthy food they will regardless.”

“Not opposed or in favour of this policy but I think that if people want to eat these junk foods then they will, no matter what.”



Key findings: restricting temporary price reductions on unhealthy foods


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Key findings – restricting temporary price reductions on unhealthy foods

Participants were randomly assigned to see one of four policy descriptions and asked to rate them in terms of support



3,025 Welsh adults

Standard: this policy would require that retailers only run temporary price discounts (such as 20% off the price of a product for one week) on healthy foods and not on unhealthy foods.

Influence industry actions: this policy aims to encourage food brands to produce and promote healthier foods. Food producers would develop healthier products that are allowed to be discounted under the new rules, and supermarkets would shift discounts to healthier items.

Consumer rights and empowerment: temporary price discounts are often used as a marketing tactic to influence people to buy more unhealthy foods. Currently, supermarkets discount unhealthy foods more often than healthy foods, making it hard for people to make healthy choices. This policy would empower people to make independent decisions about their food choices without being influenced by negative industry tactics.

Child health benefits: evidence shows that young people are particularly influenced by price discounts when selecting foods. Price discounts are more common for sugary foods like biscuits and cakes, making children (and their parents) more likely to buy them. Price discounts on unhealthy foods push children to eat more of them and contribute to children developing conditions such as obesity, diabetes and tooth decay.

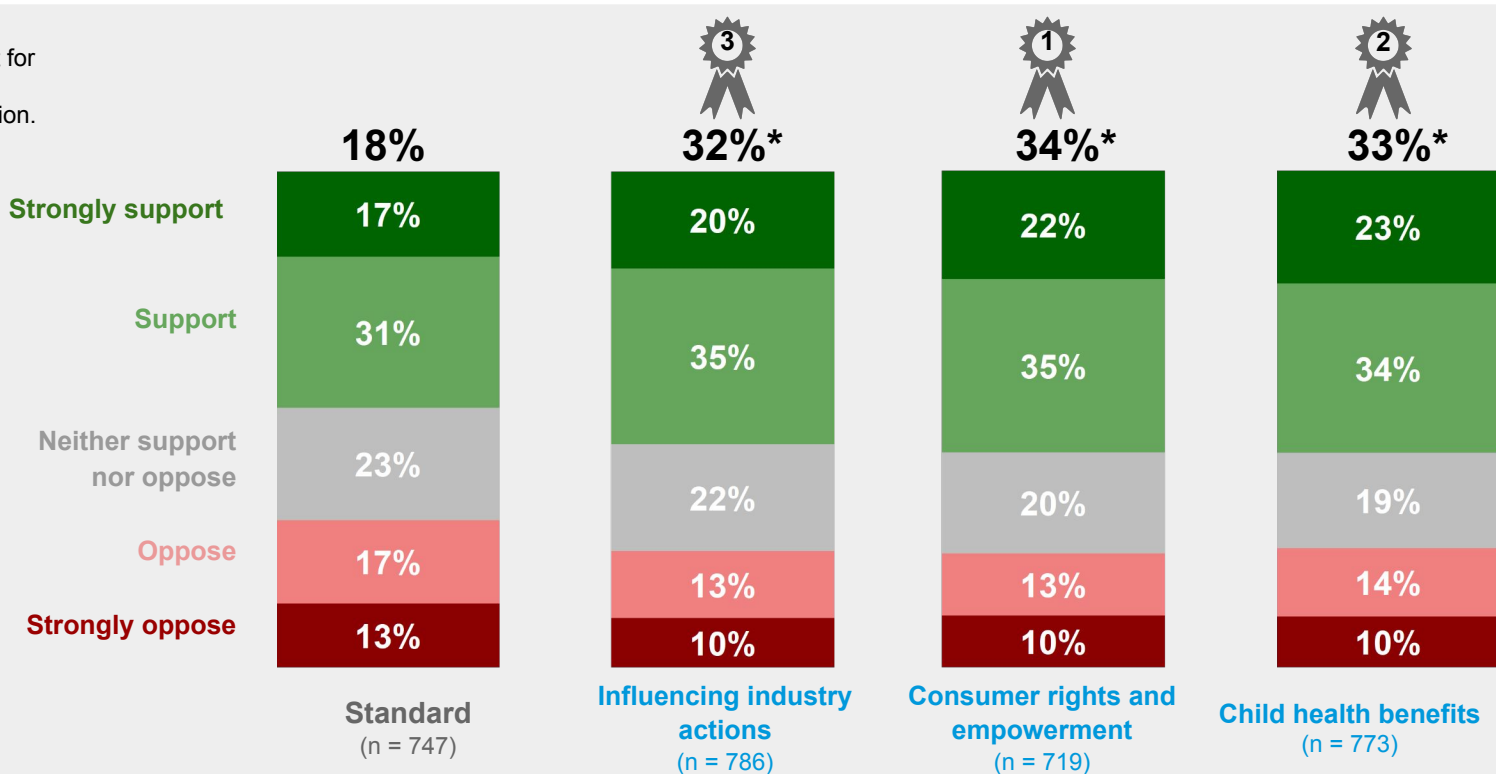
Outcome measure

- **Net support:** the percentage of support for the policy, minus the percentage of non-support.
- **Support score:** 5-point Likert scale, where 1 is strongly oppose and 5 is strongly support.

Key findings – restricting temporary price reductions on unhealthy foods

Policy's emphasis on consumer rights and empowerment led to a 16 percentage point increase in net support compared to the standard description

Net support: the percentage of support for the policy, minus the percentage of opposition.



* denotes a statistically significant difference from the control framing, $p < .05$. Regression controls for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Support for restricting temporary price reductions was driven by its perceived effectiveness for improving UK health, while opposition centered around doubts regarding its impact



Among those who support restricting of temporary price reductions (n = 1,635), the top three reasons for supporting the policy were that ...

- 68% It will be effective for improving health in the UK
- 48% It will improve their own health
- 41% It will save them money



Among those who do not support restricting temporary price reductions (n = 1,390), the top three reasons for not supporting the policy were that...

- 37% It won't be effective for improving health in the UK
- 34% It will cost them money
- 34% It's not the government's responsibility

Additional findings

When asked for additional feedback on the policy, a minority of participants were concerned about rising food prices and government overreach



Some thought the policy was a good idea, saying it would help people purchase healthier foods

“This would help those who are struggling with money to eat more healthily.”

I think it's a great policy. Healthier food items can be more expensive than less healthy ones, and considering the current financial challenges for many people, being able to eat healthier and save money is a positive step.”

“I always shop for promotions and better deals this would help me feed my children with more healthy food.”



Some were concerned about food prices increasing as a result of the policy

“Prices may still be very high on healthy foods.”

“Taking away our choices of food and increasing our spend when it's already too high.”



Some felt the government shouldn't be mandating which foods get discounted

“By all means, encourage, even mandate, that supermarkets run offers on healthy foods, but the government doesn't need to over-use its power to stop them running offers on unhealthy foods.”

“It's a breach of our personal choice.”



Key findings: restricting multi-buy offers and volume promotions on unhealthy foods



Key findings – restricting multi-buy offers and volume promotions on unhealthy foods

Participants were randomly assigned to see one of four policy descriptions and asked to rate them in terms of support



3,025 Welsh adults

Standard: this policy would ensure that retailers only run multi-buy offers on healthy foods (and not on unhealthy foods). Examples of multi-buy offers include meal-deals and ‘buy one, get one free’.

Influencing industry actions: this policy aims to encourage food brands to develop healthier products that can be included in multi-buy offers under this new rule. For example, supermarkets would develop healthier versions of ‘meal deals’ so they could continue offering their signature deals.

Pros and cons on the cost of living: some people argue that this policy would raise food costs for customers. In reality, supermarkets use multi-buy offers to push people to spend more money at their stores, usually on unhealthy foods like cakes and biscuits. This policy aims to shift multi-buy offers to healthy foods so people can enjoy discounts without being pushed to spend extra money on unhealthy foods.

Pros only on the cost of living: supermarkets use multi-buy offers to push people to spend more money at their stores, usually on unhealthy foods like cakes and biscuits. This policy aims to shift multi-buy offers to healthy foods so people can enjoy discounts without being pushed to spend extra money on unhealthy foods.

Outcome measure

- **Net support:** the percentage of support for the policy, minus the percentage of opposition.
- **Support score:** 5-point Likert scale, where 1 is strongly oppose and 5 is strongly support.

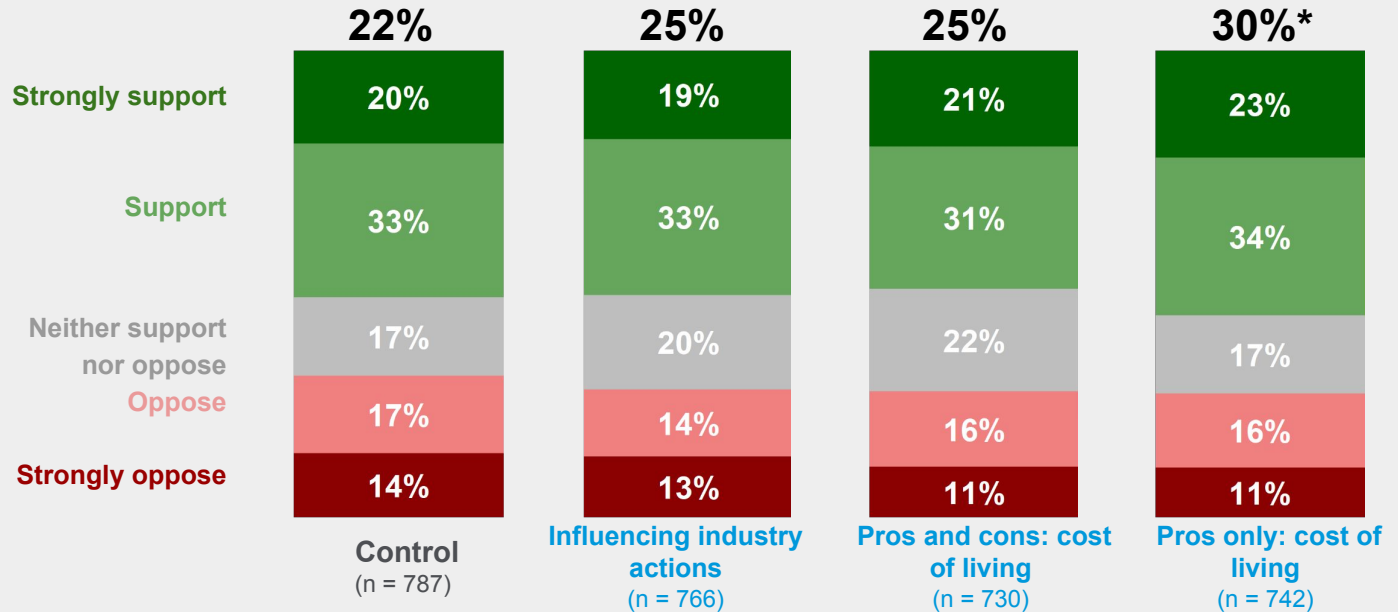
Key findings – restricting multi-buy offers and volume promotions on unhealthy foods

Policy's emphasis on the pros of cost of living led to a eight percentage point increase in net support compared to the standard description

Net support: the percentage of support for the policy, minus the percentage of opposition.



Restricting multi-buy offers and volume promotions on unhealthy foods



* denotes a statistically significant difference from the control framing, p < .05. Regression controls for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Key findings – restricting multi-buy offers and volume promotions on unhealthy foods

Supporters of restricting multi-buy offers were primarily motivated by belief in its effectiveness for improving health in the UK, while opponents cited that it will cost them money



Among those who support restricting multi-buy offers and volume promotions (n = 1,611), the top three reasons for supporting the policy were that ...

68% It will be effective for improving health in the UK

50% It will improve their own health

41% It will save them money



Among those who do not support restricting multi-buy offers and volume promotions (n = 1,414), the top three reasons for not supporting the policy were that...

38% It will cost them money

34% It won't be effective for improving health in the UK

34% It's not the government's responsibility

Additional findings

When asked for additional feedback on the policy, participants commonly thought it would help them buy healthier products



Some thought the policy was a good idea, saying it would help people purchase healthier foods

“A great way to improve health and save people money.”

“The whole nation should be trying to be more healthy and this would give lower income families that option.”

“Strongly agree. This policy will help with money-saving and healthier options.”



Some were concerned about food prices increasing as a result of the policy

“People are struggling for money as it is.”


“This will just hurt poorer families who cannot always afford to buy healthy food, because it always costs more, so you’re just taking away small savings they can make when multipacks are discounted.”



Some felt the government shouldn't be mandating which foods get discounted

“Food shopping and health should be my choice.”

“Let the people make the choice don't force a policy on us.”



Key findings: restricting larger portion sizes of sugary soft drinks in the out-of-home sector



Key findings – restricting larger portion sizes of sugary soft drinks in the out-of-home sector

Participants were randomly assigned to see one of four policy descriptions and asked to rate them in terms of support



3,025 Welsh adults

Standard: this policy would set a maximum volume (ml) for soft drinks sold in restaurants. This would prevent restaurants from serving customers excessively large portions of sugary soft drinks in a single serving.

Influencing industry actions: this policy is designed to encourage restaurants to add more low- and no-sugar drink options to their menus, as these could still be sold in larger portions. Similarly, the policy would encourage drink brands to invest in developing delicious healthier drinks that are allowed in larger sizes.

Status quo: consumers already expect government to regulate how stores sell and promote products that harm our health, like alcoholic beverages or cigarettes. Drinking excessive amounts of sugary drinks also harms our health. This policy ensures that government sets standards for how unhealthy drinks can be sold, just as it already does for many other unhealthy products.

Child health benefits: evidence shows that large doses of sugar directly harm children's health by causing conditions such as obesity, diabetes and tooth decay. The large drink portions that are sometimes offered at restaurants are dangerous to children – this policy is an easy and practical way to protect more children from developing chronic illnesses.

Outcome measure

- **Net support:** the percentage of support for the policy, minus the percentage of opposition.
- **Support score:** 5-point Likert scale, where 1 is strongly oppose and 5 is strongly support.

Key findings – restricting larger portion sizes of sugary soft drinks in the out-of-home sector

All policy descriptions shifted net support from negative to positive in comparison to the standard description

Net support: the percentage of support for the policy, minus the percentage of opposition.

Restricting larger portion sizes of sugary soft drinks in the out-of-home sector



Strongly support

Support

Neither support nor oppose

Oppose

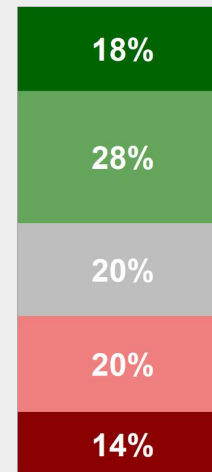
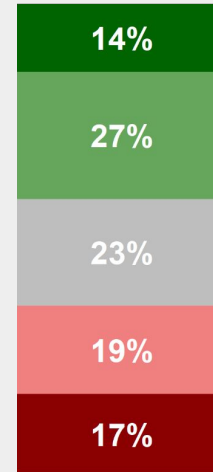
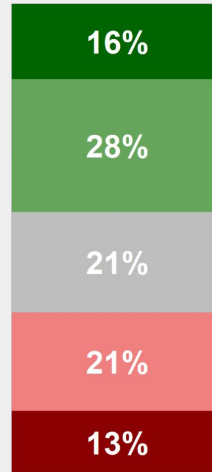
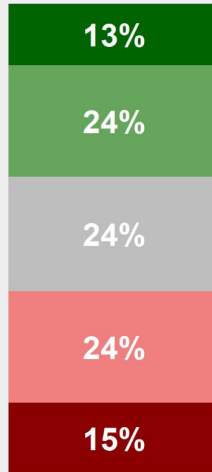
Strongly oppose

-2%

10%*

5%

12%*



Standard
(n = 772)

Influencing industry actions
(n = 762)

Status quo
(n = 735)

Child health benefits
(n = 756)

* denotes a statistically significant difference from the control framing, $p < .05$. Regression controls for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Supporters of restricting larger portion sizes of sugary soft drinks were primarily motivated by the belief in its effectiveness for improving health in the UK, while opponents cited that it wasn't the government's responsibility



Among those who support restricting of temporary price reductions (n = 1,274), the top three reasons for supporting the policy were that ...

- 73% It will be effective for improving health in the UK
- 38% It will improve their own health
- 35% It will save them money



Among those who do not support restricting temporary price reductions (n = 1,751), the top three reasons for not supporting the policy were that...

- 40% It's not the government's responsibility
- 34% It won't be effective for improving health in the UK
- 28% It will harm businesses or the economy

Additional findings

When asked for additional feedback on the policy, some participants thought that drink size choice should be a personal decision



Some thought the policy was a good idea

“Better for children who may not understand how much sugar is in a drink.”

“This would help people become healthier and less likely to drink excessive sugary drinks as it can be addictive.”



Some think drink size choices should be left to the individual

“It's up to individuals to moderate their consumption of pop. Tax the high sugar ones, that should be enough.”

“I think it should be the responsibility of the individual not the restaurant or government.”

“In his case, I feel ‘buyer beware’ applies. It is surely up to the individual to decide this.”

“People want to enjoy themselves while they are out, why would you limit what they can drink, that seems very unfair.”

Key findings: future discounting and diabetes descriptions


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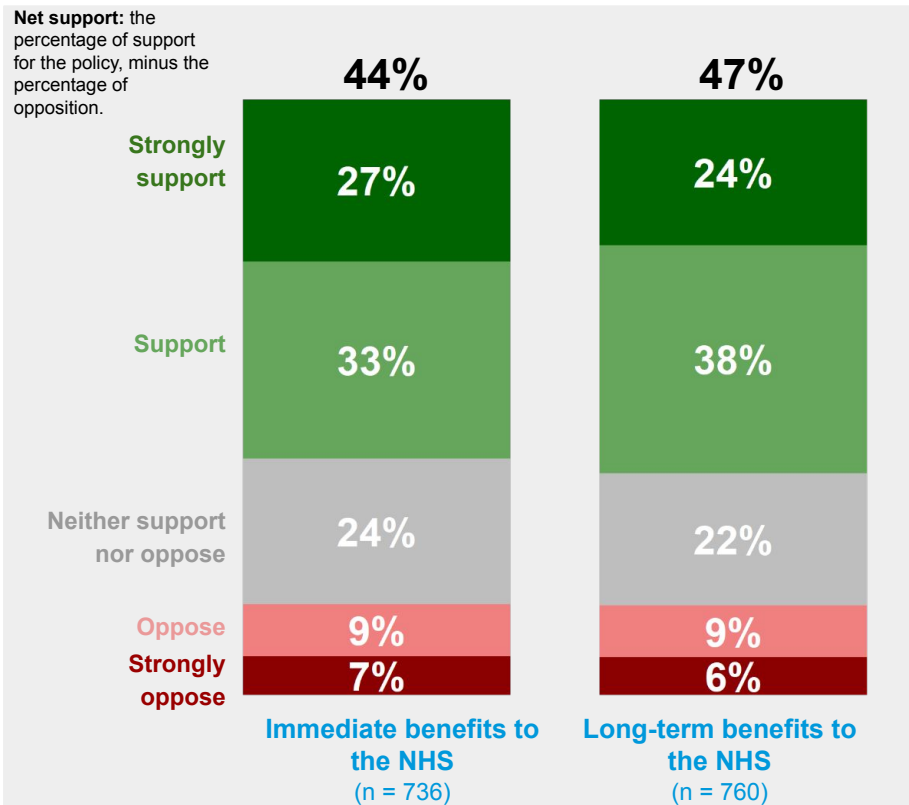
Key findings – future discounting and diabetes descriptions

Support for obesity-prevention policies showed no significant differences when presented with immediate vs long-term benefits to the NHS

Half of the sample were randomly assigned to one of the scenarios below, in which they rated their support for the presented obesity-prevention policies.

Immediate benefits to the NHS
“The Welsh government is exploring obesity-prevention policies that may impact the income of certain food businesses. However, implementing these policies would have immediate advantages for the NHS, such as immediately reducing patient waiting times and creating immediate savings to allocate to additional health services. ”
Long-term benefits to the NHS
“The Welsh government is exploring obesity-prevention policies that may impact the income of certain food businesses. However, implementing these policies would have long-term advantages for the NHS, such as reducing patient waiting times over time and creating future savings to allocate to additional health services. ”

Net support: the percentage of support for the policy, minus the percentage of opposition.

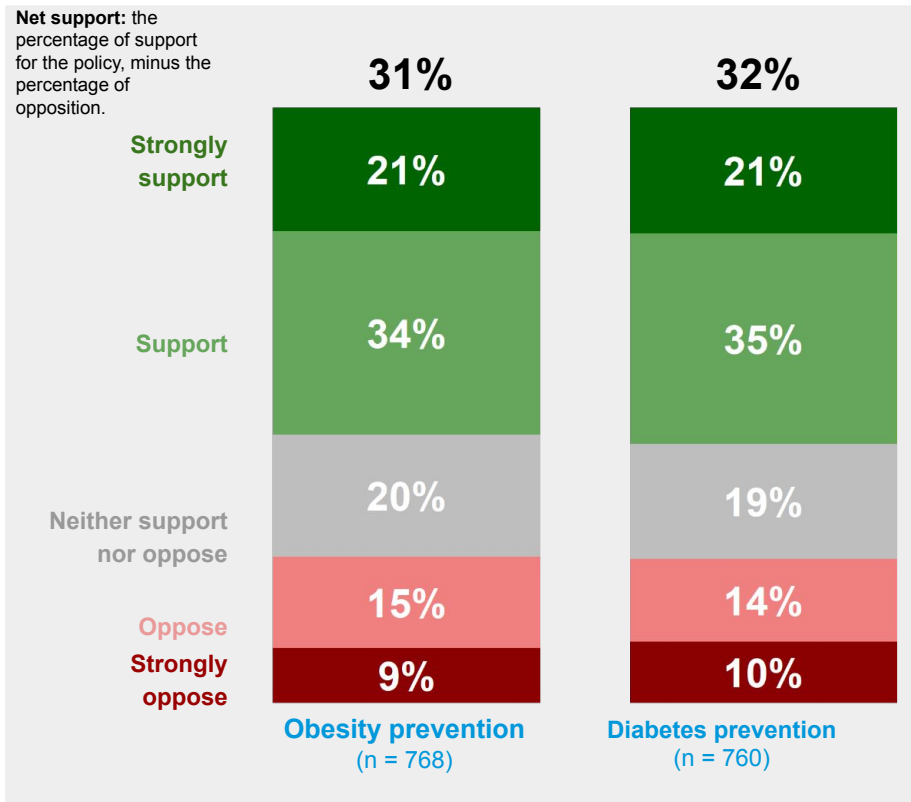


Key findings – future discounting and diabetes descriptions

No significant differences in support for policies were found between describing them as obesity-prevention vs diabetes-prevention

The other half of the sample were randomly assigned to one of the scenarios below, where the government are considering obesity-prevention policies or diabetes-prevention policies.

Obesity-prevention policies (n = 768)
Overall, how supportive are you of the Welsh Government introducing a set of obesity-prevention policies, such as removing temporary price discounts on unhealthy foods or regulating where unhealthy foods can be displayed in supermarkets?
Diabetes-prevention policies (n = 761)
Overall, how supportive are you of the Welsh Government introducing a set of diabetes-prevention policies, such as removing temporary price discounts on unhealthy foods or regulating where unhealthy foods can be displayed in supermarkets?



Additional findings


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Additional findings

Ethnic minority respondents showed higher support for all policies compared to white respondents



Average acceptability of policy by subgroup	Ethnicity		Region			
	White (n = 2,788)	Ethnicity minority (n = 237)	North Wales (n = 604)	Mid Wales (n = 154)	Southeast Wales (n = 1,653)	Southwest Wales (n = 1614)
Calorie labels	46%	56%	43%	47%	49%	45%
Restricting location promotions	44%	48%	47%	45%	43%	46%
Restricting temporary price reductions	27%	50%	27%	29%	29%	30%
Restricting multi-buy offers and volume promotions	24%	46%	26%	29%	24%	27%
Restricting larger portion sizes of sugary soft drinks	4%	30%	9%	11%	5%	5%

Ethnicity significantly impacts policy acceptability, with ethnic minority respondents **favouring restrictions on temporary price reductions, multi-buy offers and calorie labels** compared to white respondents.

Given the relatively higher acceptance of certain policies among ethnic minority populations, **explore opportunities to engage these communities as allies or advocates** in promoting and implementing those specific policies to achieve broader support and effectiveness.

There are no significant differences in policy acceptability based on region within Wales, with acceptability rates showing consistency across North Wales, Mid Wales, Southeast Wales, and Southwest Wales.

Net support is the percentage of support for the policy, minus the percentage of opposition. Green shading identifies statistically significantly higher values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen.
Data collected by BIT from 15 June to 6 July 2023.

Additional findings

Policies tended to have slightly higher acceptability among above-median income individuals, while acceptability showed consistency across BMI classes and leaned slightly higher among liberals compared to conservatives



Average acceptability of policy by subgroup	Income		BMI class		Political view	
	Above median (n = 1,530)	Below median (n = 1,495)	Underweight/ healthy weight (n = 1,251)	Overweight/ obese (n = 1,602)	Conservative (n = 887)	Liberal (n = 1,465)
Calorie labels	52%	42%	44%	51%	46%	50%
Restricting location promotions	49%	41%	46%	45%	34%	51%
Restricting temporary price reductions	33%	25%	32%	29%	25%	31%
Restricting multi-buy offers and volume promotions	28%	23%	28%	25%	19%	29%
Restricting larger portion sizes of sugary soft drinks	7%	5%	11%	4%	7%	8%

Income: policies generally exhibit slightly higher acceptability among individuals with above-median income levels.

BMI class: acceptability ratings are relatively consistent across BMI classes (underweight/healthy weight and overweight/obese), with only minor variations.

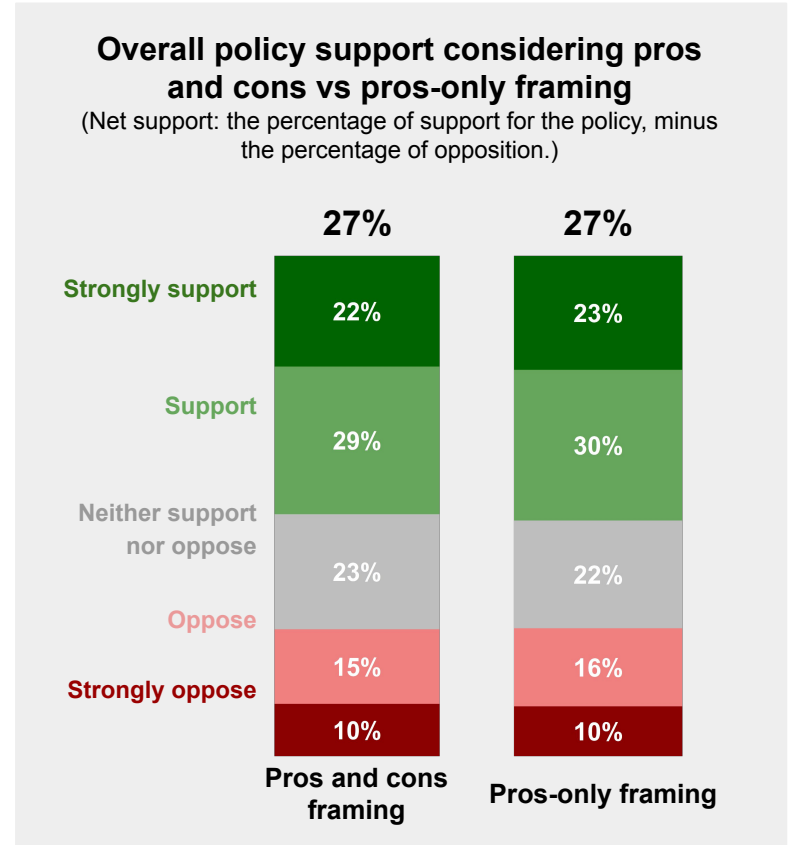
Political view: acceptability tends to be slightly higher among liberal respondents compared to conservative respondents.

These subtle patterns suggest that income, BMI class, and political view might play a modest role in shaping policy acceptability, albeit with limited variation.

Additional findings

Support for the policies showed no significant differences between pros and cons descriptions and pros-only descriptions

- **Background:** pros and cons and pros-only framings were used for the restricting multi-buy offers and volume promotions (focused on cost of living) and restricting location promotions (focused on business justice) policies.
- **Rationale:** presenting [pros only](#) might streamline the message, reducing cognitive dissonance by avoiding exposure to opposing arguments. Conversely, [pros and cons presentations](#) may align with the informed decision-making principle, enabling individuals to process nuanced information and fostering a sense of empowerment.
- **Recommendation:** policies that require comprehensive understanding and alignment with diverse perspectives might benefit from pros and cons presentations. In cases where clarity and persuasion are key, pros-only presentations could be more impactful. Case-by-case policy evaluation might be necessary to consider the policy's nature, target audience, and intended outcomes.





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Appendix A

Description language


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Trial arms – calorie labels

Trial arm	Framing language
1. Standard	This policy would require large restaurants and takeaways to inform customers about the calorie content of their menu items.
2. Influencing industry actions	<i>Control language +</i> Introducing calorie labels would encourage restaurants to offer more healthy options. Restaurant owners will want to attract and keep customers by offering meal options that fit a variety of customer needs, including lower-calorie meals.
3. Status quo	<i>Control language +</i> Calorie labels are already required on foods sold in supermarkets. This policy would simply make calorie-labelling rules consistent across all foods, so customers get information on calories in restaurants in the same way as they already do in supermarkets.
4. Consumer rights and empowerment	<i>Control language +</i> Everyone has the right to know what they are buying with their money. Furthermore, some people have medical conditions that require them to carefully manage how many calories they eat– which would be impossible for them to do without calorie labels. Calorie labels help fulfil customers’ right to be informed about what they are purchasing.

Trial arms – restricting location promotions

Trial arm	Framing language
1. Standard	This policy would allow supermarkets to place only healthy foods (and not unhealthy foods) in store areas that typically lead to impulse purchases. These areas include checkout display, queue display, and ends of aisles.
2. Influencing industry actions	<i>Control language +</i> This policy aims to encourage food brands to produce more healthy foods that could be promoted in key areas of supermarkets. It would also encourage supermarkets to stock more healthy products that make attractive promotions for customers.
3. Pros and cons: business justice	<i>Control language +</i> Some people argue that this policy would reduce supermarkets' profits and hurt their ability to compete with other companies. In reality, lots of supermarkets want to improve the wellbeing of their customers, but they fear having unfair disadvantage compared to supermarkets that continue to promote junk food. This policy would empower responsible supermarkets to promote healthier products without suffering an unfair disadvantage.
4. Pros only: business justice	<i>Control language +</i> Lots of supermarkets want to improve the wellbeing of their customers, but they fear having unfair disadvantage compared to supermarkets that continue to promote junk food. This policy would empower responsible supermarkets to promote healthier products without suffering an unfair disadvantage.

Trial arms - Restricting temporary price reductions on unhealthy foods

Trial arm	Framing language
1. Standard	This policy would require that retailers only run temporary price discounts (eg 20% off the price of a product for one week) on healthy foods and not on unhealthy foods.
2. Influencing industry actions	<i>Control language +</i> This policy aims to encourage food brands to produce and promote healthier foods. Food producers would develop healthier products that are allowed to be discounted under the new rules, and supermarkets would shift discounts to healthier items.
3. Consumer rights and empowerment	<i>Control language +</i> Temporary price discounts are often used as a marketing tactic to influence people to buy more unhealthy foods. Currently, supermarkets discount unhealthy foods more often than healthy foods, making it hard for people to make healthy choices. This policy would empower people to make independent decisions about their food choices without being influenced by negative industry tactics.
4. Child health benefits	<i>Control language +</i> Evidence shows that young people are particularly influenced by price discounts when selecting foods. Price discounts are more common for sugary foods like biscuits and cakes, making children (and their parents) more likely to buy them. Price discounts on unhealthy foods push children to eat more of them and contribute to children developing conditions such as obesity, diabetes and tooth decay.

Trial arms – restricting multi-buy offers and volume promotions on unhealthy foods (including meal deals)

Trial arm	Framing language
1. Standard	This policy would ensure that retailers only run multi-buy offers on healthy foods (and not on unhealthy foods). Examples of multi-buy offers include meal-deals and 'buy one, get one free'.
2. Influencing industry actions	<i>Control language +</i> This policy aims to encourage food brands to develop healthier products that can be included in multi-buy offers under this new rule. For example, supermarkets would develop healthier versions of 'meal deals' so they could continue offering their signature deals.
3. Pros and cons: cost of living	<i>Control language +</i> Some people argue that this policy would raise food costs for customers. In reality, supermarkets use multi-buy offers to push people to spend more money at their stores, usually on unhealthy foods like cakes and biscuits. This policy aims to shift multi-buy offers to healthy foods so people can enjoy discounts without being pushed to spend extra money on unhealthy foods.
4. Pros only: cost of living	<i>Control language +</i> Supermarkets use multi-buy offers to push people to spend more money at their stores, usually on unhealthy foods like cakes and biscuits. This policy aims to shift multi-buy offers to healthy foods so people can enjoy discounts without being pushed to spend extra money on unhealthy foods.

Trial arms – restricting larger portion sizes of sugary soft drinks in the out-of-home sector

Trial arm	Framing language
1. Standard	This policy would set a maximum volume (ml) for soft drinks sold in restaurants. This would prevent restaurants from serving customers excessively large portions of sugary soft drinks in a single serving.
2. Influencing industry actions	<i>Control language +</i> This policy is designed to encourage restaurants to add more low- and no-sugar drink options to their menus, as these could still be sold in larger portions. Similarly, the policy would encourage drink brands to invest in developing delicious healthier drinks that are allowed in larger sizes.
3. Status quo	<i>Control language +</i> Consumers already expect government to regulate how stores sell and promote products that harm our health, like alcoholic beverages or cigarettes. Drinking excessive amounts of sugary drinks also harms our health. This policy ensures that government sets standards for how unhealthy drinks can be sold, just as it already does for many other unhealthy products.
4. Child health benefits	<i>Control language +</i> Evidence shows that large doses of sugar directly harm children's health by causing conditions such as obesity, diabetes and tooth decay. The large drink portions that are sometimes offered at restaurants are dangerous to children – this policy is an easy and practical way to protect more children from developing chronic illnesses.

Appendix B

Subgroup analysis


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Appendix

Subgroup analysis: support for calorie labels

Average support for calorie labels by		Control (n = 770)	Influencing industry actions (n = 778)	Status quo (n = 725)	Consumer rights and empowerment (n = 752)
Income	Above median (£30k) (n = 1530)	3.72	3.71	3.69	3.86
	Below median (£30k) (n = 1495)	3.52	3.52	3.59	3.80
BMI class	Underweight/Healthy weight (n = 1251)	3.52	3.64	3.57	3.81
	Overweight/Obese (n = 1602)	3.75	3.63	3.72	3.86
Political views	Conservative (n = 887)	3.56	3.55	3.64	3.83
	Liberal (n = 1465)	3.64	3.78	3.60	3.86

Average support score, 1-5 where 1 is strongly oppose and 5 is strongly support). Green shading identifies statistically significantly higher values than the control framing, red indicates statistically lower values ($p < .05$). No covariates were used in this analysis

Data collected by BIT from 15 June to 6 July 2023.

Appendix

Subgroup analysis: support for restricting location promotions

Average support for restricting location promotions by		Control (n = 755)	Influencing industry actions (n = 724)	Pros and cons: business justice (n = 765)	Pros only: business justice (n = 781)
Income	Above median (£30k) (n = 1530)	3.61	3.71	3.68	3.74
	Below median (£30k) (n = 1495)	3.59	3.68	3.42	3.58
BMI class	Underweight/Healthy weight (n = 1251)	3.67	3.84	3.48	3.63
	Overweight/Obese (n = 1602)	3.57	3.59	3.61	3.70
Political views	Conservative (n = 887)	3.45	3.49	3.44	3.42
	Liberal (n = 1465)	3.75	3.80	3.64	3.80

Average support score, 1-5 where 1 is strongly oppose and 5 is strongly support). Green shading identifies statistically significantly higher values than the control framing, red indicates statistically lower values ($p < .05$). No covariates were used in this analysis
Data collected by BIT from 15 June to 6 July 2023.

Appendix

Subgroup analysis: support for restricting temporary price reductions on unhealthy foods

Average support for restricting temporary price reductions on unhealthy foods by		Control (n = 747)	Influencing industry actions (n = 786)	Consumer rights and empowerment (n = 719)	Child health benefits (n = 773)
Income	Above median (£30k) (n = 1530)	3.25	3.46	3.51	3.49
	Below median (£30k) (n = 1,495)	3.19	3.37	3.40	3.41
BMI class	Underweight/Healthy weight (n = 1,251)	3.30	3.49	3.50	3.37
	Overweight/Obese (n = 1,602)	3.20	3.36	3.42	3.58
Political views	Conservative (n = 887)	3.07	3.30	3.52	3.39
	Liberal (n = 1465)	3.28	3.43	3.48	3.51

Average support score, 1-5 where 1 is strongly oppose and 5 is strongly support). Green shading identifies statistically significantly higher values than the control framing, red indicates statistically lower values (p < .05). No covariates were used in this analysis

Data collected by BIT from 15 June to 6 July 2023.

Appendix

Subgroup analysis: support for restricting multi-buy offers and volume promotions on unhealthy foods

Average support for restricting multi-buy offers and volume promotions on unhealthy foods by		Control (n = 787)	Influencing industry actions (n = 766)	Pros and cons: cost of living (n = 730)	Pros only: cost of living (n = 742)
Income	Above median (£30k) (n = 1530)	3.32	3.32	3.37	3.46
	Below median (£30k) (n = 1495)	3.25	3.30	3.30	3.39
BMI class	Underweight/Healthy weight (n = 1251)	3.33	3.38	3.37	3.43
	Overweight/Obese (n = 1602)	3.26	3.26	3.34	3.47
Political views	Conservative (n = 887)	3.23	3.16	3.19	3.36
	Liberal (n = 1465)	3.32	3.30	3.43	3.48

Average support score, 1-5 where 1 is strongly oppose and 5 is strongly support). Green shading identifies statistically significantly higher values than the control framing, red indicates statistically lower values ($p < .05$). No covariates were used in this analysis
Data collected by BIT from 15 June to 6 July 2023.

Appendix

Subgroup analysis: support for restricting larger portion sizes of sugary soft drinks in the out-of-home sector

Average support for restricting larger portion sizes of sugary soft drinks in the out-of-home sector by		Control (n = 772)	Influencing industry actions (n = 762)	Status quo (n = 735)	Child health benefits (n = 756)
Income	Above median (£30k) (n = 1530)	2.96	3.13	3.03	3.22
	Below median (£30k) (n = 1495)	2.96	3.12	3.03	3.09
BMI class	Underweight/Healthy weight (n = 1251)	2.99	3.18	3.13	3.25
	Overweight/Obese (n = 1602)	2.94	3.09	2.99	3.13
Political views	Conservative (n = 887)	3.04	3.01	3.04	3.15
	Liberal (n = 1465)	2.95	3.19	3.04	3.21

Average support score, 1-5 where 1 is strongly oppose and 5 is strongly support). Green shading identifies statistically significantly higher values than the control framing, red indicates statistically lower values ($p < .05$). No covariates were used in this analysis

Data collected by BIT from 15 June to 6 July 2023.

Appendix

Subgroup analysis: future discounting and diabetes descriptions

Average support for restricting temporary price reductions on unhealthy foods		Immediate benefits to the NHS (n = 736)	Long-term benefits to the NHS (n = 760)	Obesity prevention policies (n = 768)	Diabetes prevention policies (n = 761)
Income	Above median (£30k) (n = 1530)	3.67	3.68	3.55	3.51
	Below median (£30k) (n = 1495)	3.65	3.64	3.28	3.35
BMI class	Underweight/Healthy weight (n = 1251)	3.67	3.76	3.48	3.43
	Overweight/Obese (n = 1602)	3.69	3.62	3.39	3.45
Political views	Conservative (n = 887)	3.50	3.59	3.33	3.24
	Liberal (n = 1465)	3.77	3.76	3.50	3.48



Appendix C

Reasons for supporting or not supporting different policies



Endorsement of **calorie labels** is driven by diverse reasons, including health improvement efficacy, personal health benefits, consumer rights and, to a lesser extent, considerations related to businesses and food availability

Of those who support calorie labels, % because...	Control (n = 463)	Influencing industry actions (n = 473)	Status quo (n = 453)	Consumer rights and empowerment (n = 511)
It will be effective for improving health in the UK	67%	65%	66%	67%
It will improve their own health	54%	54%	55%	48%
It's the right thing for the government to do	29%	30%	33%	33%
It will help businesses or the economy	8%	14%	10%	10%
It will save them money	8%	10%	8%	7%
It will increase the availability of the foods they want	17%	18%	10%	13%

Green/ red shading identifies statistically significantly lower values than the Control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Appendix

Opponents of **calorie labels** cite doubts about health impact, government responsibility and potential business/economic harm as their primary concerns

Of those who don't support calorie labels, % because...	Control (n = 307)	Influencing industry actions (n = 305)	Status quo (n = 272)	Consumer rights and empowerment (n = 241)
It won't be effective for improving health in the UK	42%	39%	44%	37%
It won't improve their own health	25%	25%	22%	24%
It's not the government's responsibility	36%	26%	25%	29%
It will harm businesses or the economy	21%	23%	24%	20%
It will cost them money	8%	9%	13%	9%
It will decrease the availability of the foods they want	10%	12%	10%	10%

Green shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Among supporters of **restricting location promotions**, the rationales for their endorsement differ based on various descriptions, with belief in health improvement efficacy and personal health benefits being prominent drivers

Of those who support restricting location promotions, % because...	Control (n = 447)	Influencing industry actions (n = 470)	Pros and cons: business justice (n = 449)	Pros only: business justice (n = 488)
It will be effective for improving health in the UK	67%	73%	66%	70%
It will improve their own health	44%	46%	45%	41%
It's the right thing for the government to do	36%	32%	35%	34%
It will help businesses or the economy	7%	11%	14%	11%
It will save them money	18%	19%	22%	18%
It will increase the availability of the foods they want	21%	20%	22%	22%

Green shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Opposition to **restricting location promotions** stems from varying reasons, including doubts about health improvement, concerns about government responsibility, and potential negative impacts on businesses and the economy

Of those who don't support restricting location promotions, % because...	Control (n = 308)	Influencing industry actions (n = 254)	Pros and cons: business justice (n = 316)	Pros only: business justice (n = 293)
It won't be effective for improving health in the UK	37%	40%	39%	40%
It won't improve their own health	19%	19%	21%	24%
It's not the government's responsibility	37%	35%	34%	33%
It will harm businesses or the economy	19%	20%	26%	18%
It will cost them money	12%	17%	16%	16%
It will decrease the availability of the foods they want	21%	23%	23%	24%

Supporters of restricting temporary price reductions on unhealthy foods are driven by various reasons, with the predominant factor being the belief in its effectiveness for enhancing health in the UK

Of those who support restricting temporary price reductions on unhealthy foods, % because...	Control (n = 356)	Influencing industry actions (n = 432)	Consumer rights and empowerment (n = 408)	Children health benefits (n = 439)
It will be effective for improving health in the UK	67%	69%	63%	73%
It will improve their own health	46%	54%	50%	46%
It's the right thing for the government to do	29%	36%	30%	36%
It will help businesses or the economy	17%	19%	16%	15%
It will save them money	44%	43%	42%	36%
It will increase the availability of the foods they want	23%	26%	32%	25%

Green/red shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen.
Data collected by BIT from 15 June to 6 July 2023.

Opponents of **restricting temporary price reductions** on unhealthy foods express diverse reasons, including doubts about its efficacy for improving UK health, concerns about governmental responsibility, business impact, and personal costs

Of those who don't support restricting temporary price reductions on unhealthy foods, % because...	Control (n = 391)	Influencing industry actions (n = 354)	Consumer rights and empowerment (n = 311)	Child health benefits (n = 334)
It won't be effective for improving health in the UK	37%	41%	33%	39%
It won't improve their own health	26%	20%	23%	16%
It's not the government's responsibility	35%	32%	35%	33%
It will harm businesses or the economy	23%	29%	22%	22%
It will cost them money	34%	38%	33%	31%
It will decrease the availability of the foods they want	24%	22%	26%	25%

Green shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen.
Data collected by BIT from 15 June to 6 July 2023.

Support for **restricting multi-buy offers and volume promotions on unhealthy foods** stems from varied reasons, including beliefs in its effectiveness for health improvement and considerations related to personal savings and cost of living

Of those who support restricting multi-buy offers and volume promotions on unhealthy foods, % because...	Control (n = 416)	Influencing industry actions (n = 401)	Pros and cons: cost of living (n = 373)	Pros only: cost of living (n = 421)
It will be effective for improving health in the UK	66%	67%	70%	71%
It will improve their own health	52%	49%	49%	50%
It's the right thing for the government to do	34%	31%	36%	33%
It will help businesses or the economy	14%	14%	12%	17%
It will save them money	46%	33%	38%	45%
It will increase the availability of the foods they want	30%	33%	30%	30%

Red shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT between 15 June and 6 July 2023.

Reasons for opposing **restrictions on multi-buy offers and volume promotions** on unhealthy foods vary, including doubts about health improvement, government responsibility, personal costs, and potential food availability impacts

Of those who don't support restricting multi-buy offers and volume promotions on unhealthy foods, % because...	Control (n = 371)	Influencing industry actions (n = 365)	Pros and cons: cost of living (n = 357)	Pros only: cost of living (n = 321)
It won't be effective for improving health in the UK	32%	36%	34%	35%
It won't improve their own health	19%	24%	20%	24%
It's not the government's responsibility	32%	34%	35%	33%
It will harm businesses or the economy	27%	27%	22%	22%
It will cost them money	40%	35%	41%	37%
It will decrease the availability of the foods they want	31%	34%	19%	30%

Green shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Advocates for restricting larger portion sizes of sugary soft drinks in the out-of-home sector cite its efficacy for health improvement in the UK as the leading reason, followed by personal health benefits and alignment with government action

Of those who support restricting larger portion sizes of sugary soft drinks in the out of home sector, % because...	Control (n = 319)	Influencing industry actions (n = 316)	Status quo (n = 284)	Child health benefits (n = 355)
It will be effective for improving health in the UK	74%	70%	71%	77%
It will improve their own health	40%	38%	42%	33%
It's the right thing for the government to do	31%	31%	40%	38%
It will help businesses or the economy	12%	11%	10%	11%
It will save them money	18%	15%	13%	12%
It will increase the availability of the foods they want	9%	18%	12%	11%

Green/red shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.

Opponents of **restricting larger sugary soft drink portions** in the out-of-home sector express varied reasons, including doubts about health improvement efficacy, government responsibility, economic impacts, and personal costs

Of those who don't support restricting larger portion sizes of sugary soft drinks in the out of home sector, % because...	Control (n = 488)	Influencing industry actions (n = 425)	Status quo (n = 430)	Child health benefits (n = 408)
It won't be effective for improving health in the UK	36%	37%	28%	36%
It won't improve their own health	17%	23%	17%	20%
It's not the government's responsibility	41%	35%	39%	44%
It will harm businesses or the economy	28%	28%	30%	28%
It will cost them money	19%	19%	17%	15%
It will decrease the availability of the foods they want	17%	19%	16%	16%

Green/red shading identifies statistically significantly lower values than the control framing, $p < .05$. All regressions control for age, gender, income, region, education, employment, BMI category and framings and policies they've already seen. Data collected by BIT from 15 June to 6 July 2023.