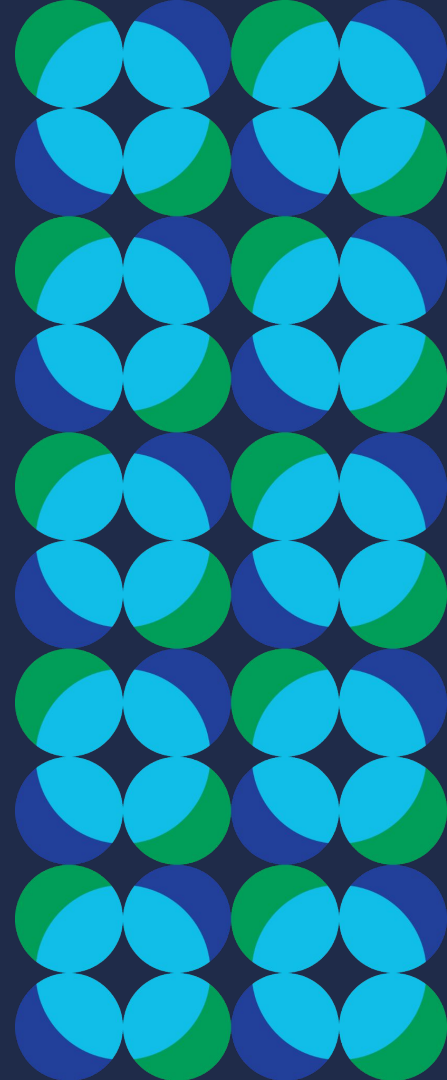




More in
Common

Appetite for change:

Public opinion of the food
system



Introducing More In Common

The background is a dark blue color. On the right side, there are two large, overlapping circles. The top circle is a lighter shade of blue, and the bottom circle is a vibrant green. The circles overlap in the center, creating a darker blue area. The text 'Introducing More In Common' is positioned on the left side of the image, in a white, bold, sans-serif font.

Introducing the Seven Segments

The British Seven segments were developed to move beyond traditional left-right or party-based analysis by exploring the deeper psychological, cultural, and value-driven foundations that shape public opinion. This approach helps explain why political loyalties have fractured and offers a more nuanced understanding of what drives attitudes on issues like immigration, climate, and the economy—enabling more effective engagement with the public across a fragmented political and social landscape.



**Progressive
Activists**



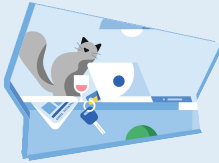
...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

**Incrementalist
Left**



...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

**Established
Liberals**



... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

**Sceptical
Scrollers**



...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

**Rooted
Patriots**



...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

**Traditional
Conservatives**

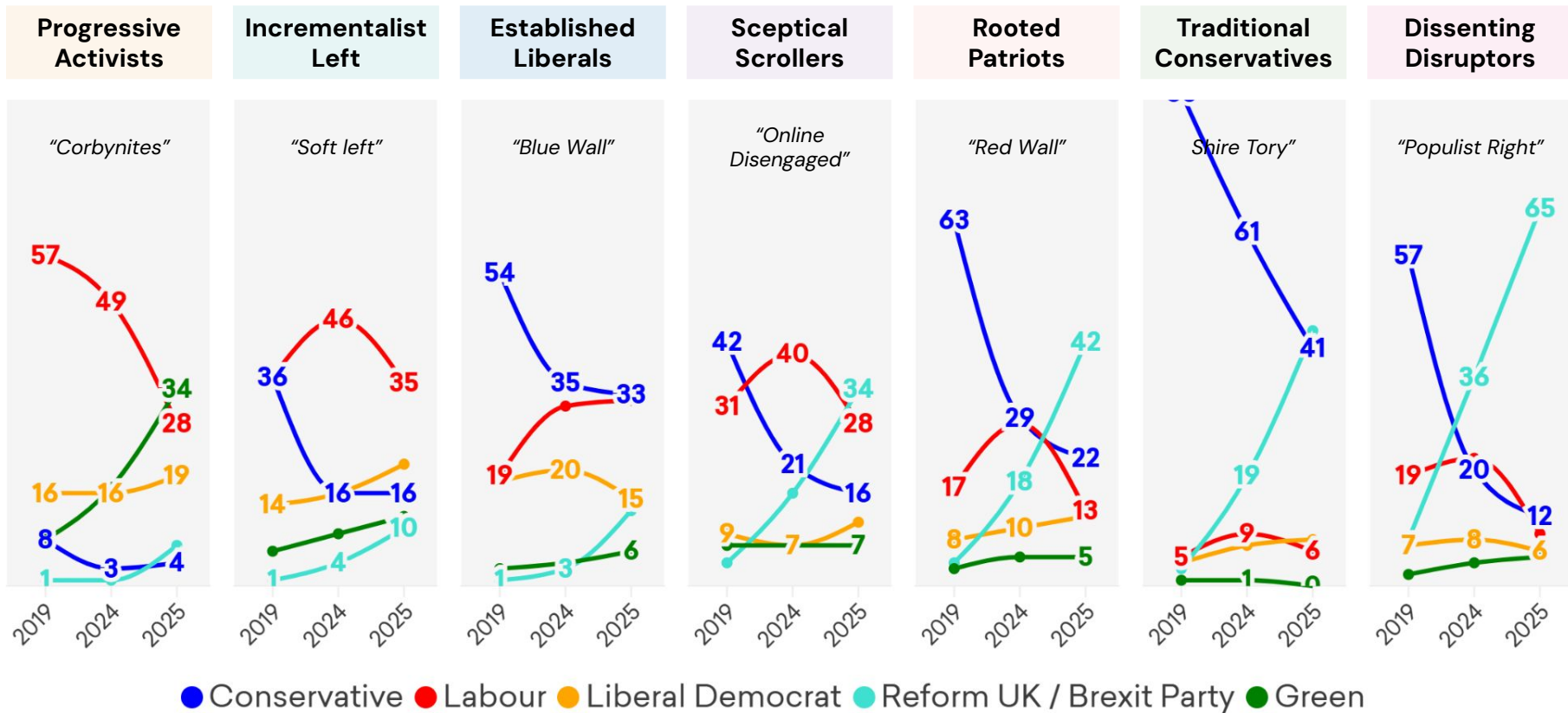


... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

**Dissenting
Disruptors**



... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system



Three “big” segments

**Incrementalist
Left**
(21% of the
population)

**Rooted
Patriots**
(20% of the
population)

**Dissenting
Disruptors**
(20% of the
population)

Four “small” segments

**Progressive
Activists**
(12% of the
population)

**Established
Liberals**
(9% of the
population)

**Sceptical
Scrollers**
(10% of the
population)

**Traditional
Conservatives**
(8% of the
population)

**How healthy is
the British food
system?**

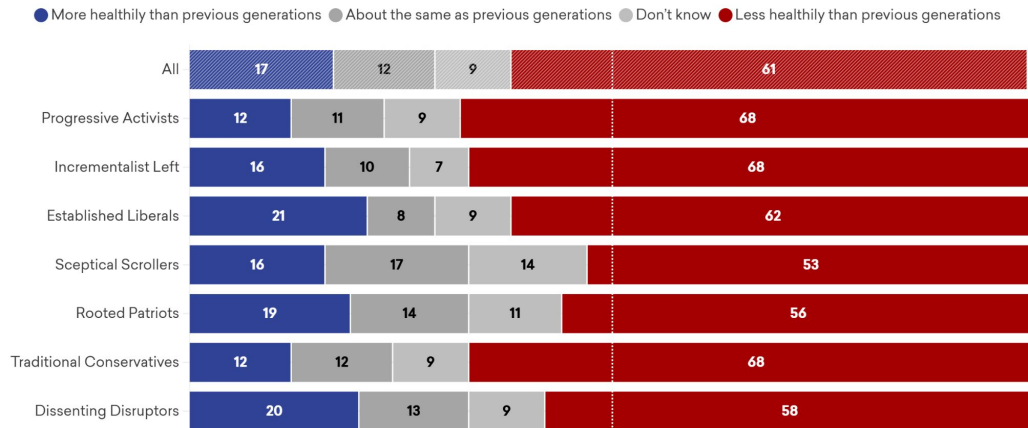
The background features a dark blue field with two large, overlapping circles. The upper circle is outlined in a lighter blue, and the lower circle is outlined in a green. The circles overlap in the center, creating a darker blue area. The top right and bottom right corners of the image are filled with solid blue and green colors, respectively, suggesting the continuation of the circles.

Britons think that food is getting worse in the UK

Britons are pessimistic about the direction of travel for the food system. Three in five say that previous generations ate more healthily than Britons today, with just 17 per cent of Britons believing that diets have become more healthy.

While many issues within food divide the debate, Britons are united around the idea that we are eating less healthily than previous generations.

Which of the following comes closest to your view... Britons today eat



Britons tend to say they want food to be healthy rather than cheap

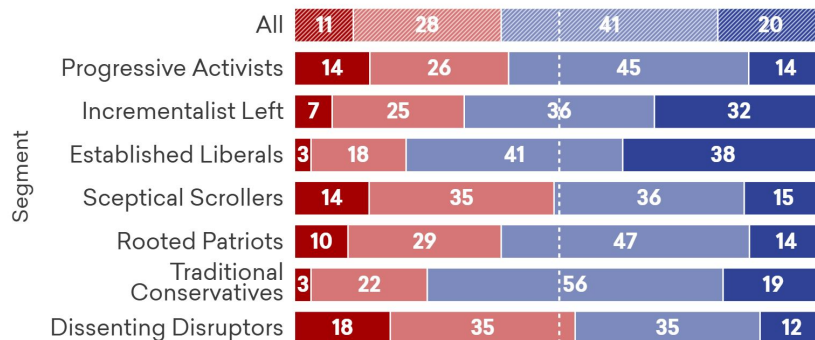
Food is very complex and Britons are often put into camps of preferring cost or health. The reality is more complex, but when pressed Britons say they would rather have healthy and sustainable food over cheap.

In focus groups people discuss that they have many priorities when it comes to their food choices, but that cost is often the deciding or limiting factor.

Almost two thirds of Britons say that they would rather healthy and sustainable food over cheap food

Which of the following comes closest to your view?

- 1 - I need food to be cheap, even if that means it is less healthy or less environmentally-friendly
- 2 ● 3
- 4 - I need my food to be healthy and environmentally friendly, even if that means it's not as cheap

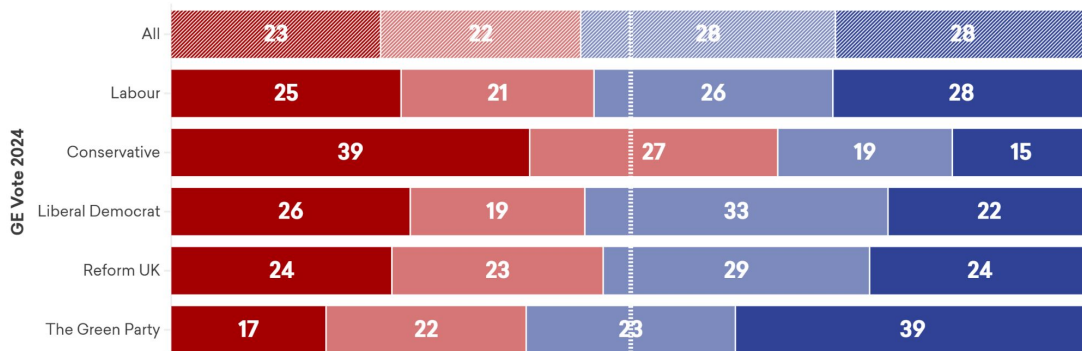


Most people think that access to healthy food is unequal

Britons are acutely aware of the fact that food is not equally accessible to people across the country. The cost of living crisis is the lens through which most Britons see politics at the moment – and food is often at the epicentre of this.

Please say how well the following statements reflect your views using the scale.

- 1 Healthy food is equally available to rich and poor in the UK
- 2
- 3
- 4 Healthy food is not equally available to rich and poor people in the UK



Food is a major part of the cost of living crisis

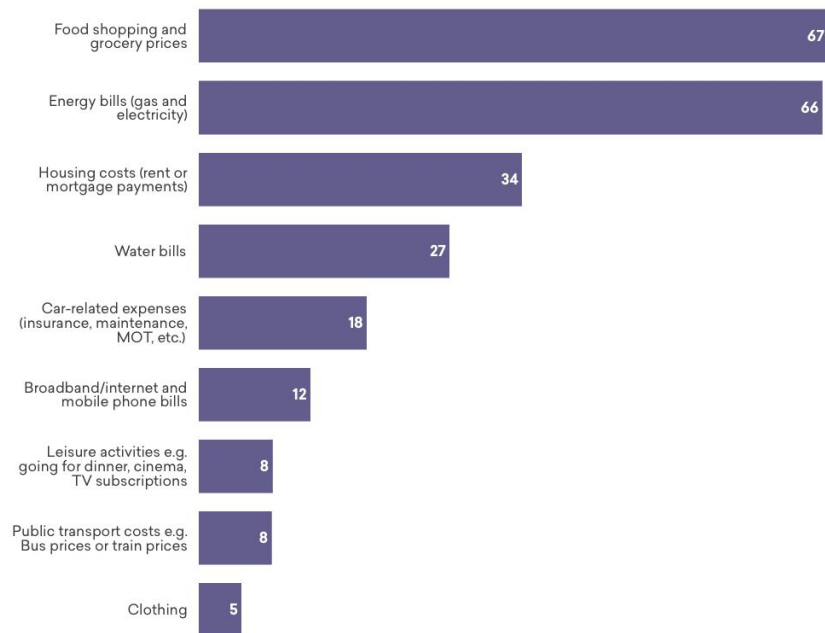
Food cost is a dominant concern for Britons when it comes to the cost of living crisis. Food shopping and groceries is the main concern to Britons when thinking about the cost of living.

44 per cent of Britons say that they shop around more to save money on their weekly shop. 43 per cent say they are cutting down on eating out, and 14 per cent are skipping meals to save money.

Cost has certainly always been an important factor when the public decide what they eat, but now more than ever the cost of living is shaping Britons view of the food system.

Concern about the cost of living is driven by food and energy prices

Which of the following are causing you to be most concerned about the cost of living at the moment?
Please select up to three.



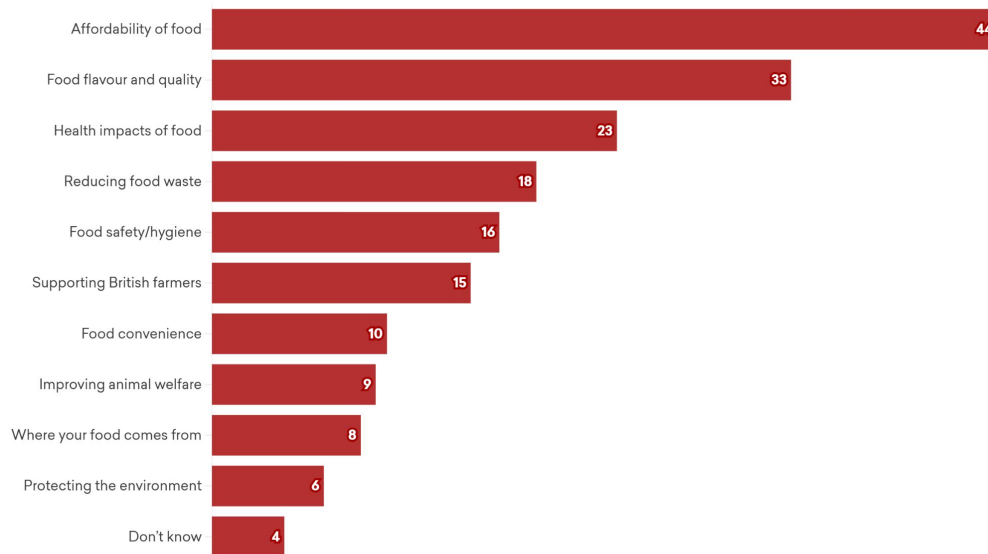
Cost is the top priority for Britons when choosing their food

Affordability is seen by the majority of Britons as the dominant deciding factor for their food choices. Despite a clear want to eat more healthily, many cite costs as the inhibiting factor stopping this.

While Britons clearly care about other factors than just affordability and convenience, cost is the final **'deciding factor'** for many when doing their weekly shop or food plan.

Focus group participants quickly discuss the **multiple pressures** which they face when making and preparing food. Be it children's appetites, working hours and energy levels – but the majority of food choices occur on a level of necessity rather than preference.

When it comes to your personal choices in the food you buy and consume, what are your priorities?



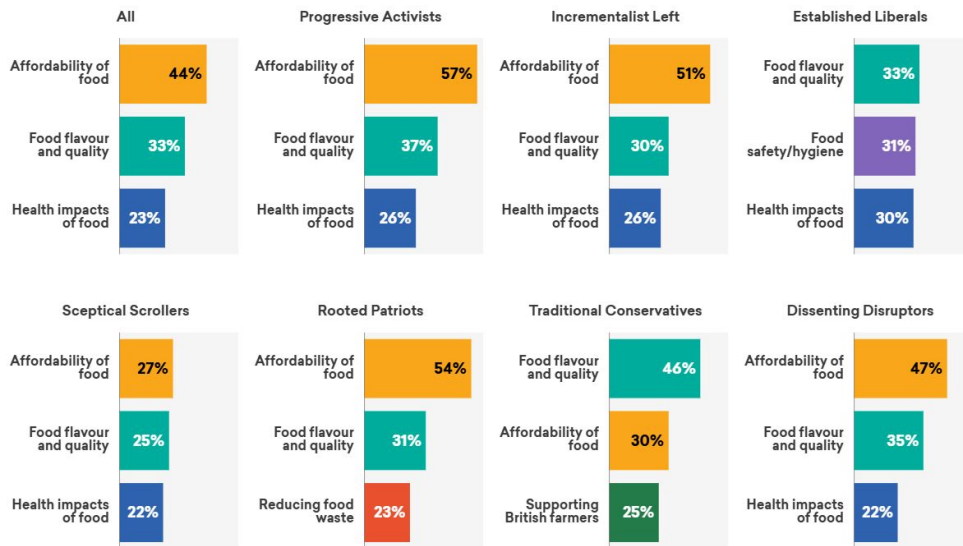
Across the segments many of the priorities remain consistent

While protecting the environment ranks lowly across each of the segments, for Rooted Patriots reducing food waste features at number three, and for Traditional Conservatives supporting British farmers does.

However, across 4 of the seven segments, the same three priorities persist – of affordability, quality and personal health.

Priorities of food for each segment

When it comes to your personal choices in the food you buy and consume, what are your priorities? Select up to two.

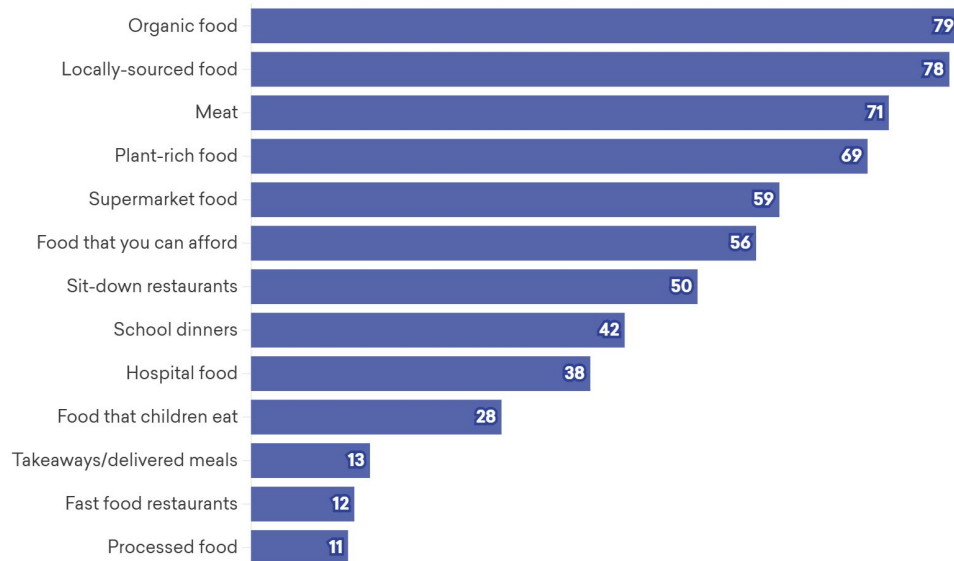


What do Britons think of as 'healthy'?

Organic and locally sourced foods are the those which Britons tend to view as the most healthy. Critically meat and plant rich foods are both seen as healthy.

On the other end of the spectrum, processed foods are seen as some of the least healthy. Alongside that, the food that children eat are seen as some of the least healthy as well.

In general, how unhealthy or healthy do you think the following are:



**Who's responsible
for food in Britain?**

The background is a dark blue gradient. On the right side, there are several overlapping circles. One circle is a lighter shade of blue, another is a bright green, and a third is a very dark blue, almost black. The circles overlap in a way that creates a sense of depth and movement.

Obesity is still seen as a personal issue among most Brits

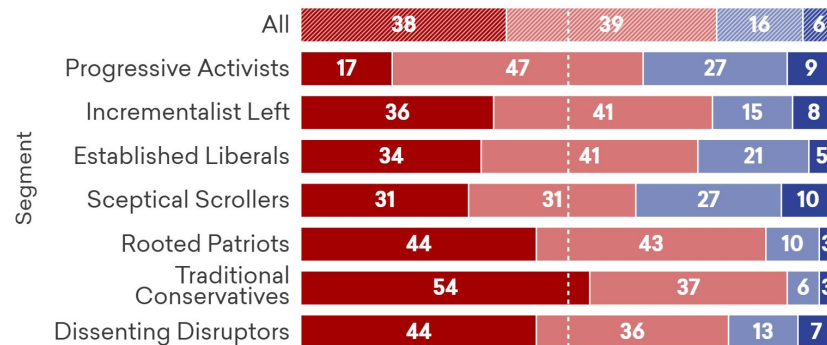
Only one-fifth of Britons see obesity as systemic. With the vast majority of the country saying that obesity is an individual issue.

Crucially this shapes how most people come to conversations about changing the food system.

Britons overwhelmingly view obesity as an individual responsibility

Which of the following comes closest to your view?

- 1 - obesity is mostly an outcome of individual choices and decisions inside the individual's control
- 2 -
- 3 -
- 4 - obesity is mostly an outcome of things outside of the individual's control



Public hold individuals and businesses responsible for rising rates of obesity

While many in Britain still place blame primarily on individuals, there is a broader remit of responsibility which engages food producers and manufacturers.

Food producers and fast-food manufacturers are seen as being more responsible for obesity than the government.

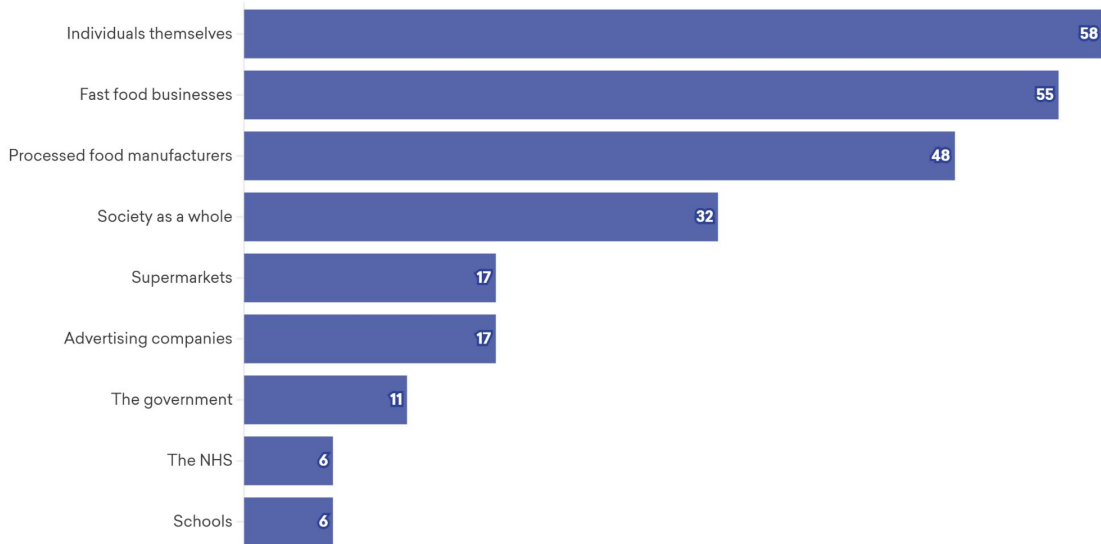


I think we are made to think it's our fault and that everyone's just not taking care of themselves by eating the wrong thing. But actually the stuff that is put into food now, a lot of it is manufactured and artificialI think the companies that make food need to take a lot more responsibility...".

Sarah, Establish Liberal, London

Britons blame individuals, food manufacturers and food businesses for obesity

Which of the following, if any, do you think is most responsible for rising rates of obesity in the UK? Select up to three



When asked who they'd like to see take more responsibility – manufacturers come out on top

Even though many Britons see individuals as responsible for their own obesity, the public do not necessarily see them as best placed to deal with it.

Instead, in focus groups people discuss the larger food businesses with sizeable profit margins that they feel should take more responsibility for addressing the negative outcomes of the food system.

At the same time, education is often a favoured intervention to reduce obesity.

Britons want to see food manufacturers do more to address the negative impacts of the food system

For each of the following, do you think they do the right amount, not enough or too much to address any negative impacts of the food system?



Intervention on food



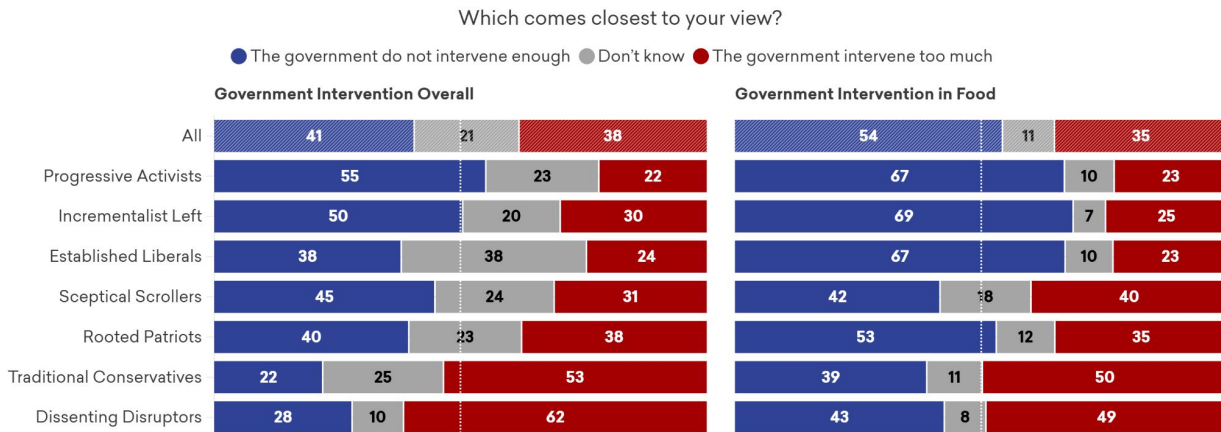
Britons are more supportive of government intervention on food than in general

The British public are more supportive of intervention around food than they are in the abstract. With food being the target for intervention, support across the country increases by 13 per cent.



I do think it's good [govt intervention on food]. I am always conscious about any form of regulation, that it operates in the right way and it's fit for purpose in the particular purpose. I think it's fit in its role. But some regulation I'm a bit worried about because sometimes it does feel a bit big brother, but this is more like a big mother rather than big brother".

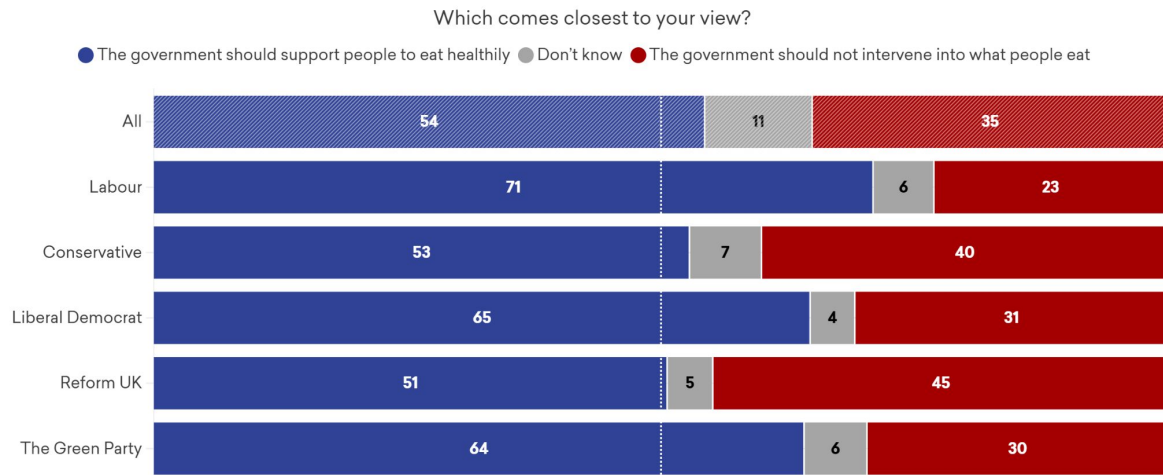
Tony, retired, Dissenting Disruptor, Blackpool



Intervention on healthy eating has cross-party support

Every major party's voters has majority support for government intervention in healthy eating. The lowest is Reform UK at 51 per cent, with the highest being Labour voters at 71 per cent. 48 per cent of Labour to Reform switchers supported government intervention on healthy eating.

When discussing intervention, many have personal experiences with previous projects which they see as not 'getting to the root of the problem' such as the sugar tax or Jamie Oliver's healthy school meals. However, most laud the efforts made to improve the diet of Britons, and particularly the diets of children.



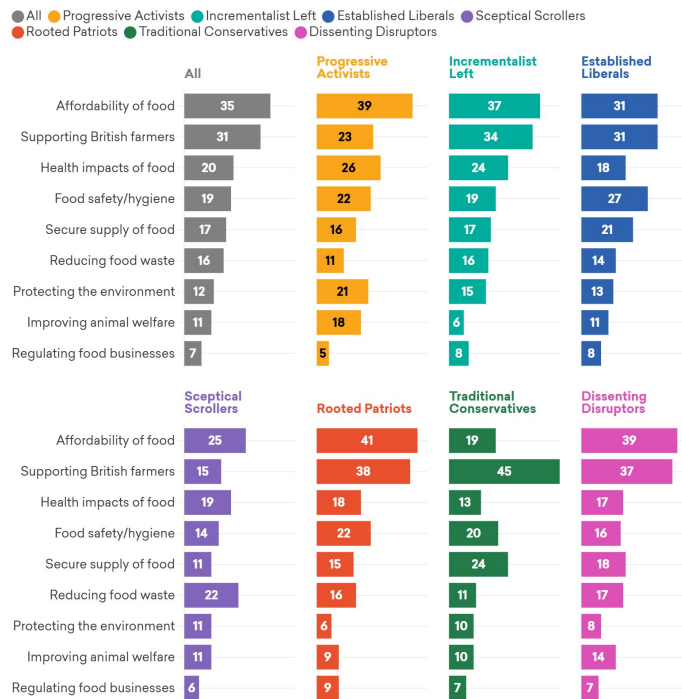
What should the government prioritise when it comes to food?

Affordability of food, supporting British farmers and health impacts are the top priorities the British public want the government to focus on.

The socially conservative segments, Rooted Patriot, Traditional Conservative and Dissenting Disruptor are the most likely to name supporting British farmers as one of their top priorities.

Protecting the environment is most popular among Progressive Activists, but not a main priority for any of the other segments.

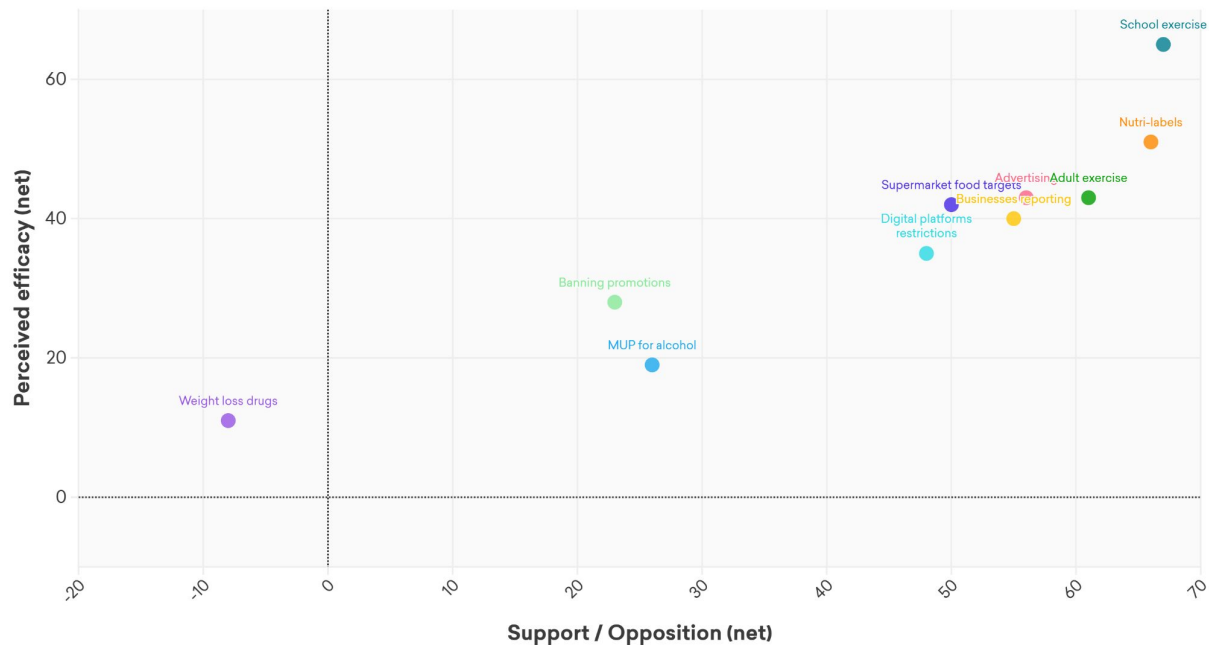
When it comes to the food system, what do you think the government's priority should be?
Select up to two.



What are Britons willing to accept on obesity?

What obesity policies are most accepted?

This varies across political parties, but often education and exercise are seen as the most popular policies to deal with obesity in the UK.



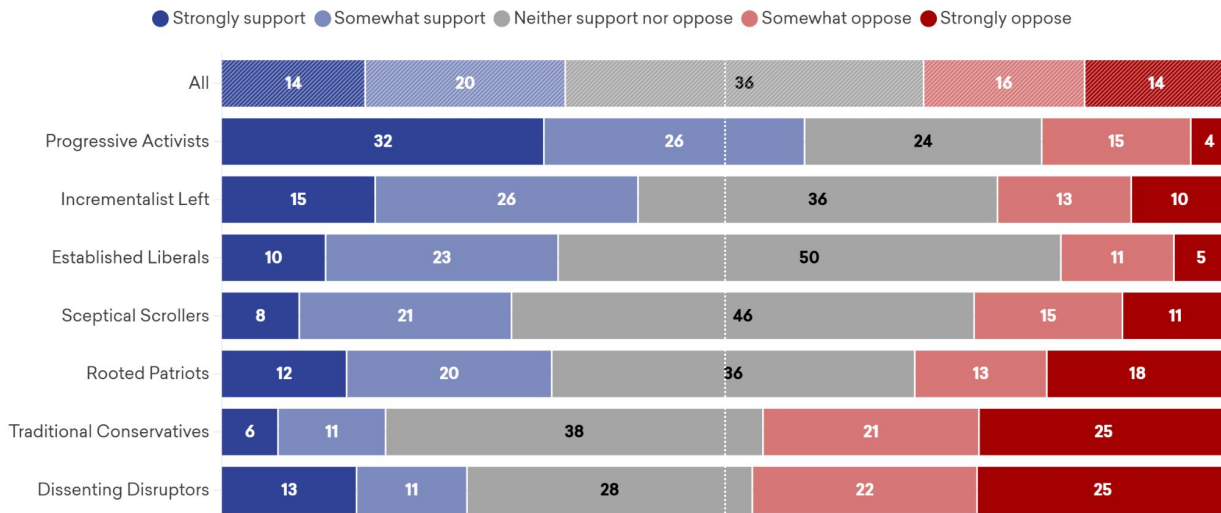
Public is split on meat reduction

While intervention to make Britons eat more healthily garners a majority support, this falls to one third of Britons when talking specifically about meat consumption.

Progressive Activists are the one segment with a majority support for reducing meat consumption.

Traditional Conservatives and Dissenting Disruptors are the segments of the population that oppose the reduction of meat on a fundamental level.

To what extent would you support or oppose the government taking action to encourage people to eat less meat?



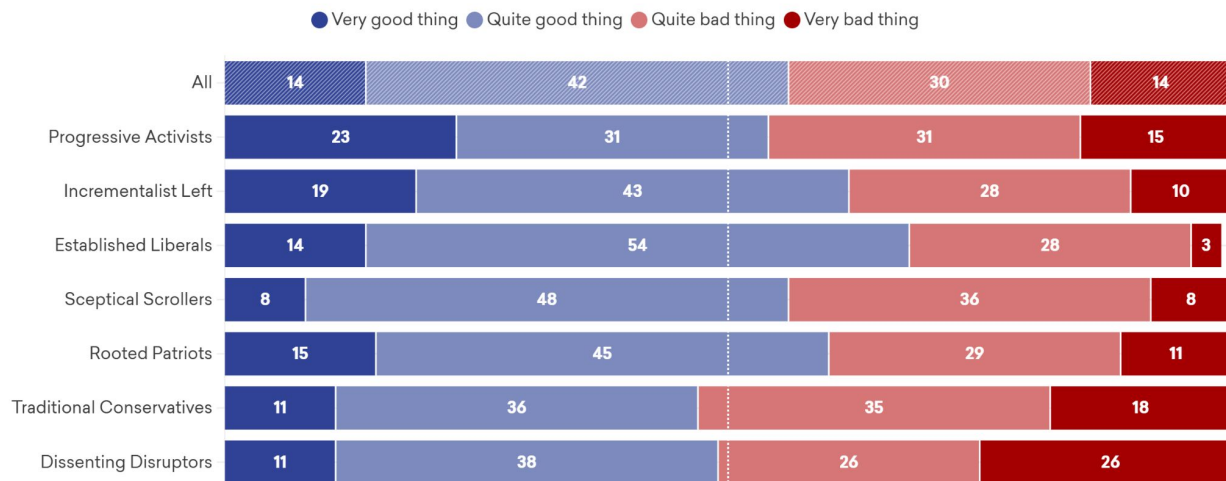
Introducing a High Fat, Salt, Sugar tax

There is net support across Britons for such a tax with net 13 per cent support, however this support drops to 3 per cent when discussing processed foods such as ‘sausage rolls, cheddar cheese or ready-meal lasagne’.

Focus groups raise concerns that the costs would simply be passed on to the consumer, or that big businesses would ‘find a way around’ such legislation.

Low-trust combined with a cost of living crisis mean that Britons are often nervous about being taken advantage of and have little faith the government can control it.

If the government introduced a tax on food high in salt, fat and sugar, do you think this would be a good thing or a bad thing?

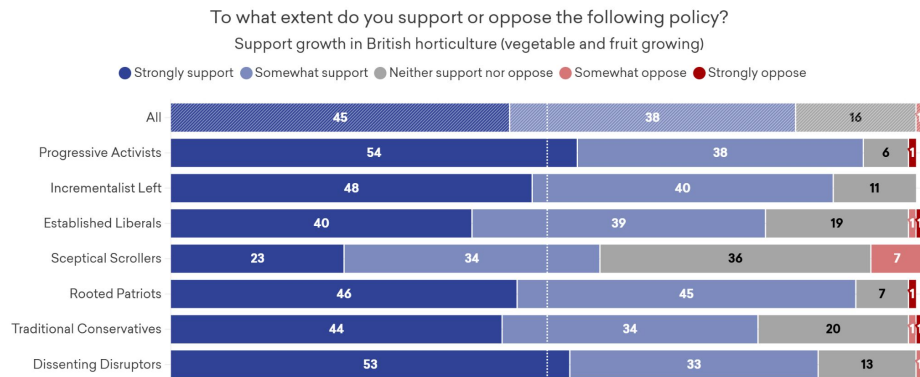


Supporting the growth of British horticulture

The most popular policy tested was support for British horticulture, with a net support of +81.

Farmers hold a special place in the heart of the British public which may explain why measures to help farming businesses are, at a theoretical level, resistant to price impact – with many willing to accept higher prices as a consequence of protectionist agricultural policies.

Policies should aim to evidence their support to farmers to increase support as widely as possible.



Talking about action on obesity

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Why should the government act on obesity?

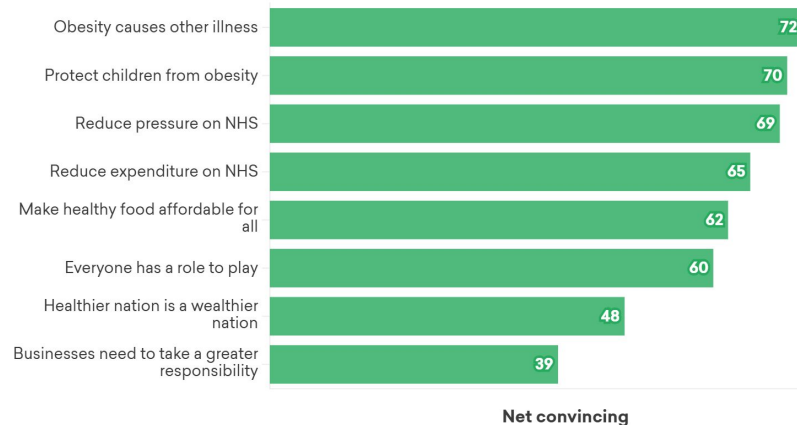
The top reasons for government intervention on obesity are reducing pressure on the NHS, protecting children and reducing the rates of other diseases.

Many of the reasons to act on obesity are popular with the public and centering the NHS and children is particularly popular.

In focus groups, people discuss the underhand techniques of advertising that often prey on and exploit people in vulnerable moments.

Most compelling arguments include stopping illness, protecting children and helping the NHS

Below are a list of reasons that some people put forward for why the UK government should invest more in tackling obesity. For each reason, please rate whether you find it convincing or unconvincing.

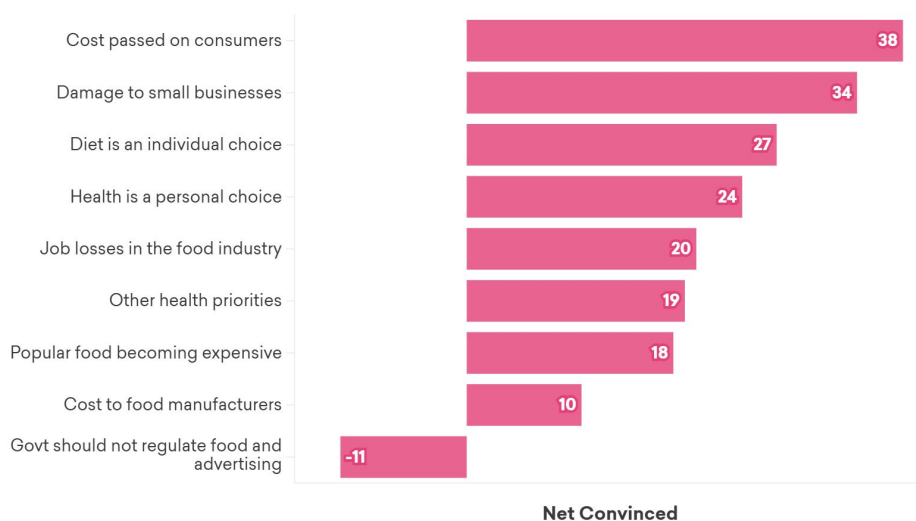


Costs to consumers and businesses are most compelling counter-arguments to action on obesity

The main concern for Britons is that the cost of intervention will be passed onto consumers.

Interestingly concerns about what the government should and should not do don't come through as strongly. While nanny state arguments win with some, overall it is a concern of cost that drives scepticism.

Below are a list of reasons that some people put forward for why the UK government should NOT invest more in tackling obesity. For each reason, please rate whether you find it:



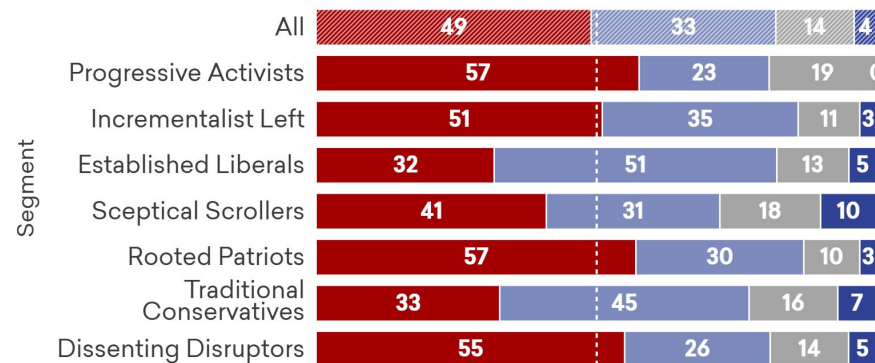
Centering children in intervention increases support

Making intervention on healthy eating about children massively increases acceptability among Britons, especially the center right segments of Dissenting Disruptors and Rooted Patriots gaining a majority of support.

Almost half of Britons say that the government is not doing enough to protect the health of children

In your opinion is the government currently doing enough to protect children's health in the UK?

● Not enough ● About the right amount ● Don't know ● Too much



and climate

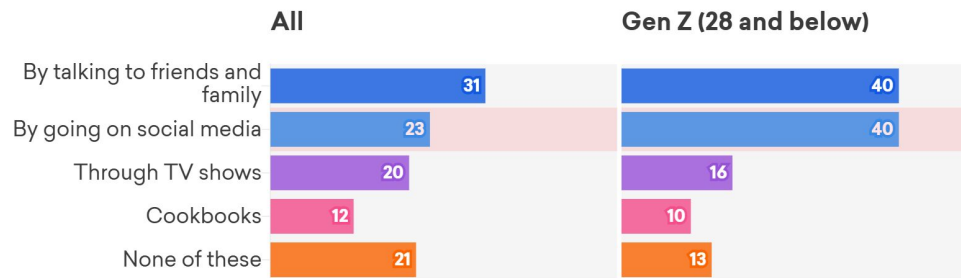
Where do people get their information about food, health and wellbeing?

Food and diet is deeply intertwined with health and wellbeing, with mental health being a result of and a contributing factor towards a healthy diet.

While there has been extensive research into the impacts of social media on young people's mental health, few have then linked that to their diet and physical wellbeing. Gen-Z are twice as likely to gather information about diet and wellbeing on social media than the general population, meaning social media has an outsized influence on their diets and understanding of wellbeing. This results in a policy environment greatly out-of-step with the information networks young people are interacting with on a daily basis.

Gen-Z are almost twice as likely to get their information about diet and wellbeing from social media than the rest of the public



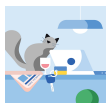




How do you get your information about diet and wellbeing? Select all that apply.



Key Takeaways

A decorative graphic on the right side of the slide consists of several overlapping circles. The background is a dark blue. There are two large, light blue circles that overlap each other and the dark blue background. Additionally, there are two smaller, bright green circles that also overlap the light blue circles and the dark blue background. The overall effect is a modern, abstract design.

The seven segments on food

 Progressive Activists	The segment most likely to want to change their own diet, particularly to reduce their meat consumption. They are highly supportive of government regulation and sceptical of big-businesses.
 Incrementalist Left	While supportive of government change to improve the food system, they do not favour radical change. Their high levels of trust in the government make them more supportive of taxation.
 Established Liberals	They are the only segment who do not see the cost of their food as a priority. They are concerned about their personal health and the safety of food, but willing to change their diet based on new information.
 Sceptical Scrollers	Sceptical scrollers are the most online segment and most likely to see food through the lens of online culture. This likely impacts the trends they follow and diets they subscribe to.
 Rooted Patriots	High levels of threat perception and concerns about the cost of living are fundamental. This segment will oppose intervention that may push up costs.
 Traditional Conservatives	This segment sees change to the food system as potentially threatening to British values and ways of life. Particularly sympathetic towards farmers and producers in the UK.
 Dissenting Disruptors	These people see the world through individuality and anti-elitism. They don't like to be told by government what they can and can't do, and may ask what the 'big deal' is requiring change.



**More in
Common**

Thank you

Contact: andrew@moreincommon.com

