

YouGov Survey Results

Sample Size: 2083 Adults in GB
Fieldwork: 20th - 21st May 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2083	375	535	192	225	731	744	1008	1075	219	860	515	489	1187	896	1802	100	181	494	342	252	714
Unweighted Sample	2083	396	565	211	230	841	784	943	1140	124	820	568	571	1275	808	1787	111	185	493	326	214	754
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following would you say best describes your weight?

Underweight	2	2	2	4	1	2	2	2	2	5	2	1	3	3	2	2	3	3	2	2	3	2
Normal	44	40	47	42	42	41	39	48	40	67	48	35	35	44	43	45	33	34	44	38	58	46
Overweight	39	45	36	38	45	42	44	38	39	17	33	46	51	39	38	37	47	46	38	43	29	38
Obese	9	8	8	13	8	10	10	7	11	3	11	10	8	9	9	9	11	10	11	10	7	8
Morbidly obese	2	2	3	2	1	2	2	1	3	0	2	4	1	2	3	2	0	1	2	2	2	3
Don't know	1	1	2	0	0	1	1	1	1	3	1	1	1	1	2	1	1	1	1	1	0	2
Prefer not to say	3	1	3	1	2	2	2	2	4	5	3	3	1	2	3	2	5	5	2	4	2	2

Which of the following comes closest to whether or not you have ever tried to lose weight?

I am currently trying to lose weight	45	41	50	51	45	47	45	38	52	32	51	48	39	46	44	44	57	50	43	51	43	42
I am not currently trying to lose weight and do not intend to do so in future, but have done so in the past	20	25	21	18	19	23	20	18	22	19	19	19	25	22	18	21	14	20	22	18	23	21
I am not currently trying to lose weight and have not done so in the past, but intend to do so in future	9	9	9	11	7	9	9	10	8	12	8	10	8	8	10	9	11	9	9	8	10	9
I have never tried to lose weight and do not intend to so in future	21	21	16	18	24	17	22	28	14	30	18	20	22	19	22	21	13	17	21	20	21	22
Don't know	5	3	3	2	5	4	4	5	4	7	4	4	5	5	5	5	4	4	5	3	4	6

In your previous answer you said that you are currently trying to lose weight or have done in the past. Thinking of the following methods of losing weight, have you ever used them and, if so, did they have a clear positive effect?

[Asked only to those who are currently or have previously tried to lose weight; n=1409]

Eating less food in general

I have tried this and it had a clear positive effect	66	66	66	68	69	71	63	66	66	60	65	71	66	72	58	66	74	68	67	68	62	65
I have tried this, but it did not have a clear positive effect	26	28	27	24	25	22	28	23	28	34	26	24	27	21	33	26	24	24	26	25	25	28
I have not tried this	6	4	5	6	6	5	7	9	4	5	8	3	6	6	6	6	2	6	6	5	12	5
Don't know	2	2	3	1	0	2	2	2	1	1	2	2	2	1	3	2	0	2	2	2	1	2

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Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Eating healthier foods / avoiding unhealthy foods

I have tried this and it had a clear positive effect	70	71	73	73	73	73	69	67	72	57	73	72	66	75	63	70	74	69	67	72	70	70
I have tried this, but it did not have a clear positive effect	23	24	21	23	24	22	24	22	24	31	20	24	26	20	28	23	24	25	25	21	23	23
I have not tried this	5	3	5	2	3	3	5	8	2	10	5	2	6	4	6	5	1	3	7	4	5	5
Don't know	2	2	2	2	0	2	2	3	1	3	2	2	2	1	2	2	1	3	2	2	2	2

Increased exercise

I have tried this and it had a clear positive effect	63	50	67	61	63	68	53	67	60	78	72	57	46	68	55	62	73	68	62	58	68	61
I have tried this, but it did not have a clear positive effect	24	35	22	24	21	23	30	20	27	15	17	30	34	22	27	25	16	23	25	26	17	26
I have not tried this	11	12	9	14	12	8	14	11	11	6	9	11	16	8	15	12	10	6	11	13	12	11
Don't know	2	3	2	1	4	2	3	3	2	1	2	2	4	2	3	2	0	3	2	3	4	1

Increased water consumption

I have tried this and it had a clear positive effect	35	33	36	30	39	37	31	33	36	32	41	35	23	35	34	34	35	45	32	35	36	33
I have tried this, but it did not have a clear positive effect	30	29	27	39	30	28	33	25	33	25	31	33	27	29	32	30	36	23	30	26	26	35
I have not tried this	32	35	33	28	28	32	32	38	27	37	25	29	46	33	30	32	25	29	33	35	36	29
Don't know	4	3	5	3	3	3	4	3	4	6	3	2	5	3	4	4	5	3	4	4	2	4

Weight loss surgery

I have tried this and it had a clear positive effect	1	1	0	1	1	0	1	0	1	0	0	1	1	1	1	1	0	0	1	0	0	1
I have tried this, but it did not have a clear positive effect	1	0	0	0	0	0	1	1	1	2	1	0	1	0	1	1	1	2	2	0	1	0
I have not tried this	97	97	99	98	97	99	96	97	98	97	98	98	97	98	97	97	99	98	96	98	98	98
Don't know	1	2	0	1	2	1	2	2	1	2	1	1	1	1	2	1	0	0	1	2	1	1

Weight loss jabs, such as Ozempic

I have tried this and it had a clear positive effect	4	2	4	7	4	4	4	3	5	2	5	4	4	4	4	4	3	5	5	6	5	3
I have tried this, but it did not have a clear positive effect	2	2	1	2	2	1	2	1	2	0	2	3	0	1	2	1	1	2	1	1	1	2
I have not tried this	93	94	94	91	91	94	92	93	92	96	92	91	94	93	92	93	96	92	93	92	91	93
Don't know	1	2	1	0	3	1	2	3	0	2	1	1	2	1	2	2	0	1	1	2	3	1

Dietary supplements

I have tried this and it had a clear positive effect	7	6	7	5	7	5	8	6	7	5	6	7	7	6	7	7	8	7	8	8	5	5
I have tried this, but it did not have a clear positive effect	14	9	13	21	15	13	15	12	16	13	17	12	11	13	16	14	15	16	17	11	9	15
I have not tried this	77	81	76	73	76	79	75	79	75	78	73	79	80	80	73	77	76	72	73	77	83	78
Don't know	3	4	3	1	1	2	2	3	2	4	3	1	2	2	4	2	1	5	2	4	3	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How willing, if at all, would you be to use weight loss
jabs, such as Ozempic, in order to lose weight?

Very willing	7	5	8	5	8	7	8	5	9	1	8	9	4	5	8	7	6	9	9	6	5	6
Fairly willing	12	12	14	16	13	14	13	12	13	10	13	14	11	13	11	12	15	12	11	14	12	12
TOTAL WILLING	19	17	22	21	21	21	21	17	22	11	21	23	15	18	19	19	21	21	20	20	17	18
Not very willing	16	14	20	18	14	18	14	17	16	19	18	17	12	19	13	17	12	16	15	15	23	16
Not willing at all	55	61	49	53	57	53	56	58	53	64	50	51	66	53	59	55	57	56	57	53	51	57
TOTAL NOT WILLING	71	75	69	71	71	71	70	75	69	83	68	68	78	72	72	72	69	72	72	68	74	73
Don't know	5	5	5	2	4	5	5	6	5	5	6	5	4	6	5	5	7	3	4	8	5	5
Have already tried weight loss jabs	4	3	4	6	4	4	4	2	5	1	5	5	3	4	4	4	3	5	4	4	4	4

Do you think it is acceptable or unacceptable for
people who are trying to lose weight to use weight
loss jabs, such as Ozempic?

Completely acceptable	22	16	29	23	18	25	19	22	21	18	25	24	14	22	20	21	24	24	23	19	20	21
Somewhat acceptable	34	37	34	40	33	34	34	35	34	41	35	32	32	38	29	35	32	31	29	42	37	35
TOTAL ACCEPTABLE	56	53	63	63	51	59	53	57	55	59	60	56	46	60	49	56	56	55	52	61	57	56
Somewhat unacceptable	15	15	14	15	12	14	15	15	15	22	14	14	15	14	17	15	11	17	16	14	12	16
Completely unacceptable	10	10	8	6	13	9	11	9	11	8	9	9	11	8	11	9	10	11	11	6	9	10
TOTAL UNACCEPTABLE	25	25	22	21	25	23	26	24	26	30	23	23	26	22	28	24	21	28	27	20	21	26
Prefer not to say	3																					
Don't know	16	21	12	13	21	17	19	17	16	8	13	18	24	14	20	16	20	14	18	16	19	15

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Unweighted Sample		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your previous answer you said that you think it is unacceptable for people trying to lose weight to use weight loss jabs. Why would you say this is?

[Asked only to those who said that it is unacceptable for people who are trying to lose weight to use weight loss jabs; n=503]

Prefer dieting / exercise / healthy eating / lifestyle changes	25	32	23	28	22	27	25	29	21	16	23	35	24	25	25	25	19	30	25	25	11	29
Potential or unknown side effects	22	23	26	19	22	23	22	19	24	23	21	21	22	28	16	22	19	20	23	19	25	22
Dangerous to health / untested	18	10	19	15	12	15	13	17	18	29	22	11	11	14	21	16	28	24	14	20	21	15
Easy option / lazy / shows lack of will power	12	7	7	10	18	9	13	13	10	11	14	7	13	9	14	11	15	14	15	6	12	11
Doesn't change underlying habits	10	8	10	7	17	11	10	7	13	1	15	10	7	12	7	11	4	5	10	5	13	13
It's for diabetics / wastes supply / creates shortages	8	9	12	7	0	10	5	2	13	15	8	7	6	8	8	8	8	3	11	11	4	7
Cost too much to NHS / waste of money	7	14	4	2	10	4	12	8	6	0	4	12	12	8	6	7	16	2	6	10	2	8
Short-term fix / unsustainable / will end up with weight regain	7	8	8	12	4	7	6	6	8	12	6	8	6	6	8	8	4	2	4	14	6	9
Needs medical supervision / stronger regulation	3	3	4	4	4	5	2	2	5	5	3	1	5	6	1	4	0	1	3	1	9	4
Over-medication / shouldn't use drugs / open to abuse	3	2	2	5	4	2	4	2	3	3	2	3	2	3	2	2	8	4	3	4	1	2
Should be last resort only	3	2	6	4	0	3	2	2	4	10	2	3	2	4	3	3	9	2	3	2	8	2
Encourages unhealthy habits / vanity	2	1	3	4	1	1	1	1	2	6	2	1	1	3	1	2	5	1	2	5	2	0
Shouldn't feel pressured to lose weight	1	0	1	0	0	2	0	0	2	2	2	0	0	1	1	1	0	2	1	0	2	1
Other	2	2	1	2	2	3	3	4	1	0	1	7	1	1	3	3	0	0	1	4	8	2
Don't know	4	4	2	7	6	2	5	5	2	2	3	3	6	2	5	4	0	3	7	3	1	3

If someone is trying to lose weight, do you think it is better if they...?

Lose weight by using weight loss drugs	3	3	3	2	4	2	4	3	3	0	2	3	4	2	3	3	3	3	3	3	3	2
Lose weight by traditional dieting and/or exercise without using weight loss drugs	71	75	67	69	79	67	73	74	67	74	68	71	73	70	71	71	73	67	71	68	73	71
Neither is inherently better than the other	20	16	22	26	12	25	17	16	24	18	23	19	15	21	18	20	18	23	19	20	20	20
Prefer not to say	1	0	3	0	2	1	1	2	1	3	1	1	1	1	2	1	1	1	1	2	0	2
Don't know	5	5	6	3	3	5	5	6	5	4	5	6	6	5	6	5	5	6	6	6	4	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.