

YouGov/Slimming World Survey Results

Sample Size: 2340

Fieldwork: 22/05/10 - 25/10/10

	Gender				Social Grade		
Unweighted Base	Base	Male	Female	ABC1	C2DE		
2340	2340	1058	1282	1338	1002		
2340	2340	1126	1214	1287	1053		
357	15%	12%	18%	17%	14%		
343	14%	10%	19%	14%	14%		
185	8%	5%	10%	10%	6%		
73	3%	1%	5%	4%	2%		
99	4%	2%	6%	4%	4%		
1053	45%	59%	31%	42%	49%		
114	5%	5%	5%	5%	5%		
116	6%	5%	6%	5%	6%		
	2340 2340 357 343 185 73 99 1053 114	2340 2340 2340 2340 357 15% 343 14% 185 8% 73 3% 99 4% 1053 45% 114 5%	Unweighted Base Base Male 2340 2340 1058 2340 2340 1126 357 15% 12% 343 14% 10% 158 8% 5% 73 3% 1% 99 4% 2% 1053 45% 59% 114 5% 5%	Unweighted Base Base Male Female 2340 2340 1058 1282 2340 2340 1126 1214 357 15% 12% 18% 343 14% 10% 19% 185 8% 5% 10% 73 3% 1% 5% 99 4% 2% 6% 1053 45% 59% 31% 114 5% 5% 5%	Unweighted Base Base Male Female ABC1 2340 2340 1058 1282 1338 2340 2340 1126 1214 1287 357 15% 12% 18% 17% 343 14% 10% 19% 14% 185 8% 5% 10% 10% 73 3% 1% 5% 4% 99 4% 2% 6% 4% 1053 45% 59% 31% 42% 114 5% 5% 5% 5%		

		Position .											
		Region											
	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
How many times, if at all, have you been on a diet and regained													
weight?													
Unweighted Base	2340	105	248	195	157	200	233	305	307	202	109	227	52
All	2340	98	262	199	171	206	218	290	318	199	115	197	68
1-2	357	14%	14%	16%	11%	14%	19%	16%	14%	18%	16%	19%	12%
3-5	343	11%	17%	12%	16%	13%	18%	11%	15%	14%	15%	13%	18%
5-10	185	6%	8%	6%	11%	10%	5%	9%	11%	9%	9%	3%	3%
10-20	73	1%	3%	8%	2%	1%	3%	5%	2%	3%	1%	3%	2%
More than 20	99	4%	4%	8%	3%	5%	3%	3%	4%	3%	4%	5%	3%
I have never been on a diet	1053	60%	41%	37%	48%	42%	44%	44%	45%	46%	42%	50%	54%
I have been on one diet and kept the weight off	114	3%	6%	7%	4%	5%	5%	5%	4%	4%	11%	3%	3%
Don't know	116	-	6%	6%	6%	11%	3%	7%	7%	4%	2%	3%	7%