

YouGov/Slimming World Survey Results

Sample Size: 2340

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

| Unweighted Base | Gender | | | Social Grade | |
|-----------------|--------|------|--------|--------------|------|
| | Base | Male | Female | ABC1 | C2DE |

How many times, if at all, have you been on a diet and regained weight?

| Unweighted Base | 2340 | 2340 | 1058 | 1282 | 1338 | 1002 |
|---|------|------|------|------|------|------|
| All | 2340 | 2340 | 1126 | 1214 | 1287 | 1053 |
| 1-2 | 357 | 15% | 12% | 18% | 17% | 14% |
| 3-5 | 343 | 14% | 10% | 19% | 14% | 14% |
| 5-10 | 185 | 8% | 5% | 10% | 10% | 6% |
| 10-20 | 73 | 3% | 1% | 5% | 4% | 2% |
| More than 20 | 99 | 4% | 2% | 6% | 4% | 4% |
| I have never been on a diet | 1053 | 45% | 59% | 31% | 42% | 49% |
| I have been on one diet and kept the weight off | 114 | 5% | 5% | 5% | 5% | 5% |
| Don't know | 116 | 6% | 5% | 6% | 5% | 6% |

| Unweighted Base | Region | | | | | | | | | | | |
|-----------------|------------|------------|--------------------------|---------------|---------------|-----------------|--------|------------|------------|-------|----------|------------------|
| | 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% |