

**Weight Loss Survey**  
**ONLINE Fieldwork: 1st to 3rd November 2019**

Absolutes/col percents

Table 1  
**Q.1 Which of the following weight loss programmes... - Summary**  
**Base: All respondents**

	Aware/ consider/ used		
	are you aware of	would you ever consider using	have you ever used / currently using
Unweighted base	2091	2091	2091
Weighted base	2091	2091	2091
Weight Watchers	1600 77%	304 15%	253 12%
Slimming World	1409 67%	369 18%	261 12%
Lighter Life	395 19%	57 3%	47 2%
Pinch of Nom	252 12%	113 5%	96 5%
Unislim	54 3%	28 1%	35 2%
Results with Lucy	66 3%	35 2%	41 2%
Joe Wicks	568 27%	131 6%	69 3%
Cambridge	695 33%	62 3%	63 3%
MuscleFood UK	290 14%	106 5%	79 4%
None of these	274 13%	1398 67%	1527 73%

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 2  
**Q.1 Which of the following weight loss programmes... - are you aware of**  
**Base: All respondents**

	Gender			Age						Social Grade					Region											Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Weight Watchers	1600 77%	736 72%	865 81%a	147 64%	271 75% d	262 78% d	298 80% d	248 80% d	374 77% d	461 81% lm	453 77% d	305 72% d	381 75% d	142 80% q	63 74% d	187 80% q	119 70% d	128 71% d	119 80% d	73 72% d	156 80% q	199 73% d	222 78% d	144 80% q	49 77% d	279 75% d	624 75% d	133 66% d
Slimming World	1409 67%	572 56%	837 78%a	134 58%	241 66% d	235 70% d	269 73% di	219 71% d	312 65% d	402 70% l	402 68% l	259 61% d	346 68% d	119 67% v	53 62% d	164 70% v	116 68% v	120 66% v	116 78% ort vw	64 63% v	152 78% noq rtvw	139 51% d	190 67% v	125 69% v	51 81% ort vw	251 68% d	552 66% d	108 54% d
Lighter Life	395 19%	51 5%	344 32%a	16 7%	85 24% di	72 21% di	89 24% di	63 20% d	70 14% d	102 18% d	119 20% d	84 20% d	90 18% d	25 14% d	11 13% d	46 20% d	43 25% not v	30 17% d	26 17% d	13 13% d	43 22% d	39 14% d	74 26% nort tv	33 18% d	14 22% d	73 20% d	153 18% d	31 16% d
Pinch of Nom	252 12%	59 6%	193 18%a	29 12%	59 16% i	41 12% i	47 13% i	40 13% i	35 7% d	76 13% d	79 13% d	44 10% d	52 10% d	16 9% d	9 11% d	32 14% d	28 16% rv	15 8% d	25 17% rv	12 12% d	28 15% v	21 8% d	36 13% d	21 12% d	7 11% d	51 14% d	113 14% d	20 10% d
Unislim	54 3%	26 3%	29 3%	4 2%	13 4% d	6 2% d	14 4% i	11 4% d	6 1% d	15 3% d	18 3% d	9 2% d	12 2% d	2 1% d	2 3% d	3 1% d	1 1% d	2 1% d	1 1% d	2 1% d	10 4% d	3 1% d	1 1% d	24 39% nopq rstuvwx	9 2% d	21 2% d	6 3% d	
Results with Lucy	66 3%	16 2%	51 5%a	15 7% fghi	29 8% fghi	7 2% d	7 2% d	5 2% d	4 1% d	18 3% d	21 4% d	14 3% d	14 3% d	4 2% d	3 4% d	6 3% d	6 4% d	12 7% swx	2 1% d	3 3% d	8 4% d	12 4% d	6 2% d	4 2% d	1 1% d	14 4% d	33 4% d	5 3% d
Joe Wicks	568 27%	196 19%	372 35%a	57 25% i	137 38% dhi	105 31% i	116 31% i	77 25% i	75 16% d	173 30% lm	183 31% lm	97 23% d	115 23% d	44 25% d	33 38% npv	58 25% d	44 26% d	48 26% d	46 31% v	24 24% d	63 32% v	54 20% d	80 28% v	58 32% v	16 26% d	132 36% B	232 28% d	43 21% d
Cambridge	695 33%	222 22%	473 44%a	23 10% d	81 22% d	93 28% d	157 42% def	144 47% def	197 41% def	187 33% d	214 36% d	129 30% d	166 33% d	66 37% tv	21 25% d	86 37% tv	53 31% d	54 30% d	58 39% otv	22 22% d	80 41% ort v	66 24% d	98 35% tv	69 38% otv	21 34% d	112 30% d	227 27% d	58 29% d
MuscleFood UK	290 14%	94 9%	196 18%a	34 15% hi	88 24% dfg hi	54 16% hi	62 17% hi	26 8% d	26 5% d	62 11% d	93 16% j	57 13% d	79 15% j	40 23% prs uvw	19 22% rsu v	30 13% d	30 17% v	19 10% d	16 11% d	12 12% d	22 11% d	26 10% d	41 15% d	27 15% d	9 14% d	65 18% d	131 16% d	25 12% d
None of these	274 13%	180 18% b	94 9% d	41 18% efg	35 10% d	35 10% d	37 10% d	42 14% d	85 18% efg	51 9% d	78 13% j	70 17% j	75 15% j	21 12% d	9 11% d	25 11% d	27 16% d	30 16% d	14 9% d	15 15% d	18 9% d	46 17% u	40 14% d	23 13% d	7 11% d	43 12% d	114 14% d	27 14% d

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 3  
**Q.1 Which of the following weight loss programmes... - would you ever consider using**  
**Base: All respondents**

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)		Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Weight Watchers	304 15%	85 8%	219 20%a	32 14%	56 16%	62 18%i	53 14%	44 14%	56 12%	88 15%	73 12%	78 18%km	65 13%	22 12%	13 15%	37 16%	27 16%	27 15%	17 18%	21 16%	36 13%	40 14%	23 13%	14 22%u	58 16%	123 15%	33 16%	
Slimming World	369 18%	108 11%	261 24%a	36 16%	84 23%hi	68 20%i	70 19%i	50 16%	61 13%	105 18%	112 19%	73 17%	78 15%	35 20%	17 20%	37 16%	28 16%	25 14%	26 18%	23 22%	38 20%	40 15%	50 18%	33 18%	16 26%	69 19%	160 19%	39 19%
Lighter Life	57 3%	21 2%	35 3%	11 5%	7 2%	8 2%	9 2%	12 4%	10 2%	17 3%	10 2%	16 4%	14 3%	5 3%	2 3%	1 1%	6 4%p	4 2%	1 1%	1 1%	9 5%p	10 3%	8 3%	8 4%p	-	7 2%	21 3%	6 3%
Pinch of Nom	113 5%	29 3%	83 8%a	13 5%i	37 10%gi	20 6%i	16 4%	18 6%i	11 2%	30 5%	34 6%	23 6%	25 5%	6 4%	4 4%	9 4%	11 6%	5 3%	13 8%r	6 6%	12 5%	13 5%	14 5%	16 9%pr	4 6%	25 7%	54 6%	10 5%
Unislim	28 1%	14 1%	14 1%	1 *	6 2%	3 1%	5 1%	9 3%i	4 1%	8 1%	4 1%	8 2%	7 1%	4 2%p	1 1%	-	2 1%	5 3%p	1 *	* *	2 1%	6 2%	3 1%	4 2%p	-	4 1%	11 1%	5 3%
Results with Lucy	35 2%	15 1%	20 2%	4 2%	9 3%	2 1%	7 2%	9 3%i	4 1%	11 2%	5 1%	7 2%	12 2%	4 2%	1 1%	2 1%	2 1%	5 3%	1 1%	2 2%	3 1%	8 3%	5 2%	3 2%	-	4 1%	18 2%	10 5%
Joe Wicks	131 6%	48 5%	82 8%a	16 7%i	34 9%i	33 10%ghi	20 5%i	17 5%i	10 2%	40 7%	40 7%	24 6%	27 5%	12 7%	9 10%pr	9 4%	11 6%	4 2%	9 6%	8 8%r	16 8%r	14 5%	22 8%r	14 8%r	4 6%	41 11%B	50 6%	9 4%
Cambridge	62 3%	26 3%	35 3%	6 2%	11 3%	9 3%	12 3%	8 3%	16 3%	20 4%	19 3%	8 2%	14 3%	7 4%q	-	3 1%	1 *	6 3%	4 2%	2 2%	6 3%	9 3%	10 3%q	14 8%opqw	2 3%	6 2%	26 3%	10 5%
MuscleFood UK	106 5%	61 6%	44 4%	17 7%i	31 9%fi	14 4%	19 5%i	16 5%i	9 2%	26 5%	31 5%	22 5%	27 5%	15 8%	4 4%	8 4%	8 5%	6 3%	5 4%	8 8%	13 7%	14 5%	12 4%	10 6%	2 3%	29 8%	47 6%	22 11%
None of these	1398 67%	776 76%b	622 58%	143 62%	198 55%	204 61%	247 67%e	228 74%def	379 78%defg	374 65%	396 67%	276 65%	352 69%	124 70%	50 59%	160 69%	108 64%	131 72%ot	96 65%	61 60%	125 64%	186 68%	198 70%	123 68%	37 59%	215 58%	541 65%	105 52%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 4  
**Q.1 Which of the following weight loss programmes... - have you ever used / currently using**  
**Base: All respondents**

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Pri- vate (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Weight Watchers	253 12%	49 5%	204 19%a	13 5%	37 10%	49 15%dh	59 16%deh	28 9%	67 14%d	63 11%	66 11%	60 14%	64 13%	19 11%	8 9%	34 15%vx	24 14%x	26 14%x	23 16%vx	16 16%vx	20 10%	22 8%	43 15%vx	9 5%	9 15%x	50 13%	105 13%	31 16%
Slimming World	261 12%	56 6%	205 19%a	15 7%	52 14%d	52 16%d	55 15%d	33 11%	54 11%	67 12%	68 12%	59 14%	66 13%	17 9%	12 14%	27 12%	32 19%nvw	21 12%	20 13%	19 19%nvw	24 12%	20 7%	27 9%	34 19%nvw	9 14%	48 13%	105 13%	25 12%
Lighter Life	47 2%	26 3%	20 2%	7 3%	5 2%	9 3%	9 2%	8 3%	7 2%	7 1%	10 2%	12 3%	18 3%j	3 2%	1 1%	4 2%	8 5%	2 1%	6 4%	1 1%	3 1%	6 2%	8 3%	5 3%	- -	8 2%	25 3%	5 3%
Pinch of Nom	96 5%	36 4%	60 6%a	13 6%	26 7%gi	23 7%gi	12 3%	11 4%	12 2%	20 3%	22 4%	22 5%	31 6%	3 2%	6 7%r	10 4%	19 11%nprt vwxy	2 1%	10 7%nr	3 3%	14 7%nr	8 3%	14 5%	6 3%	1 2%	18 5%	48 6%	9 5%
Unislim	35 2%	23 2%	12 1%	6 2%	5 1%	5 2%	5 1%	7 2%	6 1%	5 1%	7 1%	9 2%	14 3%j	2 1%	- -	3 1%	6 4%	1 *	6 4%r	1 1%	5 2%	3 1%	4 1%	2 1%	2 2%	6 2%	20 2%	7 4%
Results with Lucy	41 2%	23 2%	19 2%	9 4%	5 1%	9 3%	5 1%	7 2%	6 1%	5 1%	8 1%	13 3%j	15 3%j	3 2%	- -	5 2%	6 4%	5 3%	6 4%	1 1%	3 1%	6 2%	5 2%	2 1%	- -	9 3%	19 2%	9 5%
Joe Wicks	69 3%	33 3%	36 3%	10 4%i	17 5%i	15 5%i	12 3%	8 3%	7 1%	19 3%	18 3%	17 4%	15 3%	8 4%	2 2%	9 4%	7 4%	1 1%	9 6%r	9 9%rvwx	8 4%	6 2%	6 2%	4 2%	1 1%	19 5%	34 4%	10 5%
Cambridge	63 3%	31 3%	32 3%	8 3%	7 2%	9 3%	17 5%	9 3%	13 3%	15 3%	17 3%	16 4%	15 3%	4 2%	1 1%	5 2%	8 5%	7 4%	5 3%	5 5%	5 3%	7 2%	9 3%	7 4%	- -	7 2%	31 4%	10 5%
MuscleFood UK	79 4%	50 5%b	29 3%	18 8%fghi	18 5%i	11 3%	12 3%	11 3%	9 2%	16 3%	18 3%	22 5%	24 5%	8 5%r	5 5%r	7 3%	12 7%rw	1 1%	6 4%	5 5%r	6 3%	10 4%	7 3%	9 5%r	1 2%	24 6%	34 4%	14 7%
None of these	1527 73%	830 81%b	697 65%	177 76%	246 68%	236 70%	258 70%	240 77%eg	371 77%eg	423 74%	440 75%	293 69%	372 73%	136 77%q	62 72%	172 74%	113 66%	132 73%	100 67%	67 66%	145 74%	209 76%q	214 75%	130 72%	48 77%	252 68%	599 72%	117 58%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 5  
Gender  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Opin-ion Influ-encer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Male	1020	1020	-	99	154	172	193	163	239	302	285	221	212	97	44	107	72	91	68	48	90	143	129	97	34	165	465	120
	49%	100%b	-	43%	43%	51%e	52%de	53%de	49%	53% <i>m</i>	49% <i>m</i>	52% <i>m</i>	42%	55% <i>q</i>	51%	46%	42%	51%	46%	48%	46%	52%	45%	54% <i>q</i>	54%	45%	56% <i>A</i>	59%
Female	1071	-	1071	133	207	163	177	147	244	269	302	203	296	79	41	127	98	89	80	53	105	131	155	84	29	205	371	82
	51%	-	100% <i>a</i>	57% <i>gh</i>	57% <i>fgh</i>	49%	48%	47%	51%	47%	51%	48%	58% <i>ijkl</i>	45%	49%	54%	58% <i>nx</i>	49%	54%	52%	54%	48%	55%	46%	46%	55% <i>B</i>	44%	41%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 6  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)		Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
18-24	232	99	133	232	-	-	-	-	-	82	69	43	38	19	8	26	27	24	17	10	23	34	30	13	3	48	85	27
	11%	10%	12%	100%efgh	-	-	-	-	-	14% <sup>m</sup>	12% <sup>m</sup>	10%	8%	11%	9%	11%	16% <sup>x</sup>	13%	11%	10%	12%	12%	10%	7%	6%	13%	10%	13%
25-34	362	154	207	-	362	-	-	-	-	94	99	88	81	19	27	42	24	30	17	15	31	53	62	33	8	95	199	54
	17%	15%	19% <sup>a</sup>	-	100% <sup>dfgh</sup>	-	-	-	-	17%	17%	21%	16%	11%	32% <sup>npq</sup>	18%	14%	17%	12%	15%	16%	19% <sup>n</sup>	22% <sup>ns</sup>	18%	12%	26%	24%	27%
35-44	335	172	163	-	-	335	-	-	-	75	102	76	81	29	8	41	40	30	32	15	28	37	40	23	11	79	199	32
	16%	17%	15%	-	-	100% <sup>degh</sup>	-	-	-	13%	17%	18%	16%	16%	10%	18%	23% <sup>ovw</sup>	17%	22% <sup>oo</sup>	15%	15%	13%	14%	13%	18%	21%	24%	16%
45-54	370	193	177	-	-	-	370	-	-	76	112	74	108	33	20	37	28	32	28	21	35	37	49	36	13	83	190	30
	18%	19%	17%	-	-	-	100% <sup>defh</sup>	-	-	13%	19% <sup>j</sup>	17%	21% <sup>j</sup>	19%	23%	16%	16%	18%	19%	21%	18%	14%	17%	20%	21%	22%	23%	15%
55-64	309	163	147	-	-	-	-	309	-	76	89	54	91	32	10	37	20	27	19	15	30	50	33	21	16	58	121	33
	15%	16%	14%	-	-	-	-	100% <sup>defg</sup>	-	13%	15%	13%	18%	18%	11%	16%	12%	15%	13%	15%	16%	18% <sup>w</sup>	11%	12%	26% <sup>oqs</sup>	16%	14%	17%
65+	483	239	244	-	-	-	-	-	483	167	117	90	108	44	12	51	31	37	35	25	47	63	70	56	11	9	41	25
	23%	23%	23%	-	-	-	-	-	100% <sup>defgh</sup>	29% <sup>klm</sup>	20%	21%	21%	25%	15%	22%	18%	20%	24%	25%	47%	23%	25%	31% <sup>oqr</sup>	18%	2%	5%	12%
NET: 18-34	594	254	340	232	362	-	-	-	-	176	168	131	119	38	35	68	51	54	34	25	54	87	92	45	11	143	284	81
	28%	25%	32% <sup>a</sup>	100% <sup>fg</sup>	100% <sup>fghi</sup>	-	-	-	-	31% <sup>m</sup>	29%	31% <sup>m</sup>	24%	22%	41% <sup>nst</sup>	29%	30%	30%	25%	28%	32% <sup>n</sup>	32% <sup>ny</sup>	25%	18%	39%	34%	40%	
NET: 35-54	705	365	340	-	-	335	370	-	-	151	214	150	190	62	28	78	68	62	60	37	63	74	90	59	24	161	389	62
	34%	36%	32%	-	-	100% <sup>de</sup>	100% <sup>dehi</sup>	-	-	27%	36% <sup>j</sup>	35% <sup>j</sup>	37% <sup>j</sup>	35%	33%	33%	40% <sup>v</sup>	35%	41% <sup>v</sup>	36%	33%	27%	32%	33%	38%	44%	47%	31%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 6  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)		Private (B)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: 55+	792 38%	402 39%	391 36%	-	-	-	-	309 100% fg	483 100% g	243 43% kl	206 35%	144 34%	199 39%	76 43% oq	22 26%	88 38%	52 30%	64 35%	54 36%	40 39%	77 40% o	113 41% oq	103 36%	77 42% oq	28 44% o	66 18%	162 19%	58 29%
Average age	47.91	48.89b	46.98	21.75	30.09d	39.73d e	49.39d ef	59.35d efg	71.05d efgh	48.78	46.82	46.85	49.10k	49.89o	43.84	47.80	45.40	46.85	48.54	48.54	48.66o	47.38	47.34	50.73o qr	50.20o	40.68	42.11	43.46

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 7  
**Social Grade**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
A	150 7%	79 8%	71 7%	21 9%	20 6%	22 7%	24 7%	18 6%	44 9%	150 26%klm	-	-	-	10 5%	8 10%	14 6%	9 5%	19 10% <sub>s</sub>	5 3%	6 6%	10 5%	19 7%	26 9% <sub>s</sub>	14 8%	10 16% <sub>npqstuv</sub>	25 7%	58 7%	23 11%
B	421 20%	223 22%	198 19%	61 26% <sub>fg</sub>	74 20% <sub>g</sub>	53 16%	52 14%	58 19%	123 26% <sub>fgh</sub>	421 74% <sub>klm</sub>	-	-	-	35 20%	9 11%	47 20% <sub>t</sub>	42 25% <sub>ot</sub>	38 21% <sub>t</sub>	35 24% <sub>ot</sub>	11 10%	41 21% <sub>t</sub>	55 20% <sub>t</sub>	59 21% <sub>t</sub>	31 17%	18 28% <sub>ot</sub>	90 24%	160 19%	59 29%
C1	588 28%	285 28%	302 28%	69 30%	99 27%	102 30%	112 30%	89 29%	117 24%	-	588 100% <sub>ijlm</sub>	-	-	44 25%	25 29%	66 28%	39 23%	38 21%	35 24%	25 25%	75 39% <sub>npqrstvw</sub>	96 35% <sub>qrs</sub>	76 27%	52 29%	16 26%	133 36%	257 31%	52 26%
C2	425 20%	221 22%	203 19%	43 18%	88 24%	76 23%	74 20%	54 17%	90 19%	-	-	425 100% <sub>jkml</sub>	-	38 22% <sub>y</sub>	17 20%	48 21%	31 18%	44 24% <sub>uy</sub>	28 19%	20 20%	28 15%	57 21%	67 24% <sub>uy</sub>	40 22% <sub>y</sub>	6 9%	72 19%	213 26% <sub>A</sub>	40 20%
D	274 13%	114 11%	160 15% <sub>a</sub>	26 11%	61 17% <sub>i</sub>	51 15% <sub>i</sub>	56 15% <sub>i</sub>	51 16% <sub>i</sub>	30 6%	-	-	-	274 54% <sub>ijkl</sub>	26 14% <sub>v</sub>	13 16%	26 11%	33 19% <sub>pw</sub>	24 13%	34 23% <sub>pruw</sub>	22 22% <sub>puv</sub>	22 11%	21 8%	23 8%	23 12%	8 13%	50 14%	142 17%	21 10%
E	234 11%	98 10%	136 13% <sub>a</sub>	13 5%	20 6%	31 9%	52 14% <sub>de</sub>	40 13% <sub>de</sub>	78 16% <sub>def</sub>	-	-	-	234 46% <sub>ijkl</sub>	24 13%	13 15%	32 14%	17 10%	19 10%	11 7%	18 17% <sub>s</sub>	19 10%	26 10%	33 11%	20 11%	5 8%	-	5 1%	7 3%
NET: AB	571 27%	302 30% <sub>b</sub>	269 25%	82 35% <sub>efgh</sub>	94 26%	75 23%	76 21%	76 25%	167 35% <sub>efgh</sub>	571 100% <sub>klm</sub>	-	-	-	44 25%	18 21%	61 26%	51 30% <sub>t</sub>	56 31% <sub>t</sub>	40 27%	16 16%	50 26%	74 27% <sub>t</sub>	85 30% <sub>t</sub>	46 25%	28 44% <sub>nopstuvw</sub>	115 31%	218 26%	82 41%
NET: ABC1	1158 55%	587 58%	571 53%	151 65% <sub>efgh</sub>	193 53%	177 53%	188 51%	165 53%	285 59% <sub>g</sub>	571 100% <sub>lm</sub>	588 100% <sub>lm</sub>	-	-	89 50%	42 50%	127 55% <sub>t</sub>	90 53%	94 52%	76 51%	41 41%	126 65% <sub>noqrst</sub>	170 62% <sub>nt</sub>	161 57% <sub>t</sub>	98 54% <sub>t</sub>	44 70% <sub>nopqrstx</sub>	248 67% <sub>B</sub>	475 57%	134 67%
NET: C2DE	933 45%	433 42%	500 47%	81 35%	169 47% <sub>d</sub>	157 47% <sub>d</sub>	182 49% <sub>di</sub>	145 47% <sub>d</sub>	198 41%	-	-	425 100% <sub>jk</sub>	508 100% <sub>jk</sub>	88 50% <sub>uvy</sub>	43 50% <sub>uy</sub>	106 45% <sub>y</sub>	80 47% <sub>uy</sub>	86 48% <sub>uy</sub>	72 49% <sub>uy</sub>	60 59% <sub>puv</sub>	69 35%	104 38%	123 43%	82 46% <sub>y</sub>	19 30%	122 33%	360 43% <sub>A</sub>	68 33%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base





## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 7  
**Social Grade**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri- vate (B)	Opin- ion Influ- encer (C)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: DE	508	212	296	38	81	81	108	91	108	-	-	-	508	49	26	58	49	42	45	40	41	47	56	42	13	50	147	28
	24%	21%	28%a	17%	22%	24%	29%di	29%di	22%	-	-	-	100%jkl	28%v	30%v	25%	29%vw	23%	30%vw	39%pru	21%	17%	20%	23%	21%	14%	18%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 8  
GO Region  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Scotland	176	97	79	19	19	29	33	32	44	44	44	38	49	176	-	-	-	-	-	-	-	-	-	-	-	34	67	10
	8%	10%	7%	8%	5%	9%	9%	10%	9%	8%	8%	9%	10%	100%opqr	-	-	-	-	-	-	-	-	-	-	-	9%	8%	5%
North East	85	44	41	8	27	8	20	10	12	18	25	17	26	-	85	-	-	-	-	-	-	-	-	-	-	14	39	9
	4%	4%	4%	3%	7%fhi	2%	5%	3%	3%	3%	4%	4%	5%	-	100%npqr	-	-	-	-	-	-	-	-	-	-	4%	5%	4%
North West	233	107	127	26	42	41	37	37	51	61	66	48	58	-	-	233	-	-	-	-	-	-	-	-	-	41	81	24
	11%	10%	12%	11%	12%	12%	10%	12%	11%	11%	11%	11%	11%	-	-	100%noqr	-	-	-	-	-	-	-	-	-	11%	10%	12%
Yorkshire & Humberside	170	72	98	27	24	40	28	20	31	51	39	31	49	-	-	-	170	-	-	-	-	-	-	-	-	33	64	7
	8%	7%	9%	12%i	7%	12%ehi	8%	7%	6%	9%	7%	7%	10%	-	-	-	100%nopr	-	-	-	-	-	-	-	-	9%	8%	4%
West Midlands	180	91	89	24	30	30	32	27	37	56	38	44	42	-	-	-	-	180	-	-	-	-	-	-	-	39	62	26
	9%	9%	8%	10%	8%	9%	9%	9%	8%	10%k	6%	10%	8%	-	-	-	-	100%nopq	-	-	-	-	-	-	-	10%	7%	13%
East Midlands	148	68	80	17	17	32	28	19	35	40	35	28	45	-	-	-	-	-	148	-	-	-	-	-	-	16	69	10
	7%	7%	7%	7%	5%	10%e	8%	6%	7%	7%	6%	7%	9%	-	-	-	-	-	100%nopq	-	-	-	-	-	-	4%	8%A	5%
Wales	101	48	53	10	15	15	21	15	25	16	25	20	40	-	-	-	-	-	-	101	-	-	-	-	-	16	36	8
	5%	5%	5%	4%	4%	5%	6%	5%	5%	3%	4%	5%	8%jk	-	-	-	-	-	-	100%nopq	-	-	-	-	-	4%	4%	4%
Eastern	195	90	105	23	31	28	35	30	47	50	75	28	41	-	-	-	-	-	-	-	195	-	-	-	-	35	72	11
	9%	9%	10%	10%	9%	8%	9%	10%	10%	9%	13%jlm	7%	8%	-	-	-	-	-	-	-	100%nopq	-	-	-	-	10%	9%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 8  
GO Region  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
London	274 13%	143 14%	131 12%	34 15%	53 15%	37 11%	37 10%	50 16%g	63 13%	74 13%	96 16%m	57 13%	47 9%	-	-	-	-	-	-	-	-	274 100%nopq rstuvwxy	-	-	-	56 15%	125 15%	50 25%
South East	284 14%	129 13%	155 14%	30 13%	62 17%h	40 12%	49 13%	33 11%	70 15%	85 15%	76 13%	67 16%	56 11%	-	-	-	-	-	-	-	-	-	284 100%nopq rstuvxy	-	-	42 11%	128 15%	17 8%
South West	180 9%	97 9%	84 8%	13 5%	33 9%	23 7%	36 10%	21 7%	56 12%dfh	46 8%	52 9%	40 10%	42 8%	-	-	-	-	-	-	-	-	-	-	180 100%nopq rstuvwxy	-	33 9%	69 8%	23 11%
Northern Ireland	63 3%	34 3%	29 3%	3 2%	8 2%	11 3%	13 3%	16 5%d	11 2%	28 5%l	16 3%	6 1%	13 3%	-	-	-	-	-	-	-	-	-	-	-	63 100%nopq rstuvwxy	12 3%	23 3%	7 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 9  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)		Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Yes	1307 62%	647 63%	660 62%	182 79%efg hi	252 70%ghi	212 63%gh	200 54%	169 55%	291 60%	418 73%klm	384 65%m	279 66%m	226 44%	113 64%	46 54%	156 67%oqu	95 56%	111 62%	91 61%	56 55%	107 55%	195 71%oqt ux	182 64%	107 59%	48 76%oqt ux	261 70%	569 68%	156 77%
No	784 38%	374 37%	410 38%	50 21%	110 30% d	122 37% d	170 46% def	141 45% def	192 40% de	153 27%	203 35% j	145 34% j	282 56% jkl	63 36%	39 46% pvy	77 33%	75 44% pvy	69 38%	57 39%	45 45% vy	87 45% pvy	79 29%	102 36%	73 41% vy	15 24%	110 30%	267 32%	46 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 10  
Opinion Influencer  
Base: All respondents

	Gender		Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Yes	202 10%	120 12% <sup>b</sup>	82 8%	27 12% <sup>i</sup>	54 15% <sup>gi</sup>	32 10% <sup>i</sup>	30 8%	33 11% <sup>i</sup>	25 5%	82 14% <sup>klm</sup>	52 9% <sup>m</sup>	40 9%	28 5%	10 6%	9 11%	24 10%	7 4%	26 14% <sup>nquw</sup>	10 7%	8 8%	11 6%	50 18% <sup>npqs</sup>	17 6%	23 13% <sup>nquw</sup>	7 11%	40 11%	112 13%	202 100%
No	1889 90%	901 88%	989 92% <sup>a</sup>	205 88%	308 85%	303 90%	340 92% <sup>e</sup>	276 89%	458 95% <sup>defh</sup>	489 86%	535 91% <sup>j</sup>	385 91% <sup>j</sup>	480 95% <sup>jk</sup>	166 94% <sup>rvx</sup>	76 89%	210 90% <sup>v</sup>	163 96% <sup>rvx</sup>	155 86%	138 93% <sup>v</sup>	93 92% <sup>v</sup>	184 94% <sup>rvx</sup>	224 82%	267 94% <sup>rvx</sup>	157 87%	56 89%	331 89%	724 87%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 11  
Tenure  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: Homeowners	1355	685	670	126	178	200	227	222	402	465	385	261	244	100	41	151	118	121	101	60	139	153	193	122	55	246	509	130
	65%	67%b	63%	54%	49%	60%e	61%e	72%defg	83%defgh	81%klm	66%lm	62%lm	48%	57%	48%	65%o	69%nov	67%ov	68%ov	60%	71%nov	56%	68%nov	67%ov	88%nopqrstuvwx	66%	61%	65%
Owned outright - without mortgage	755	376	378	59	48	41	85	150	370	257	215	135	148	62	13	94	54	56	52	41	88	91	105	72	28	76	189	59
	36%	37%	35%	26%ef	13%	12%	23%ef	49%defg	77%defgh	45%klm	37%lm	32%	29%	35%o	15%	40%o	32%o	31%o	35%o	40%o	45%oqr	33%o	37%o	40%o	44%o	20%	23%	29%
Owned with a mortgage or loan	600	309	291	67	131	158	142	71	31	208	170	126	96	38	28	58	64	66	49	20	50	62	88	50	28	170	320	72
	29%	30%	27%	29%i	36%ghi	47%deg	38%dhi	23%i	6%	36%km	29%lm	30%lm	19%	22%	33%	25%	38%nptuv	36%nptv	33%ntv	20%	26%	23%	31%ntv	28%	44%nptuvx	46%B	38%	35%
NET: Renters	691	312	379	89	168	129	140	87	78	87	195	156	253	73	44	75	47	52	43	39	55	115	84	57	8	118	304	68
	33%	31%	35%a	38%hi	46%ghi	38%hi	38%hi	28%i	16%	15%	33%j	37%j	50%jkl	41%qrsuwxy	52%pqr	32%y	28%y	29%y	29%y	39%y	28%y	42%qrsuwxy	30%y	31%y	12%	32%	36%	34%
NET: Rent from Council/ Housing Association	412	182	230	45	84	69	92	61	62	28	102	101	181	56	30	42	26	38	17	26	32	62	50	29	5	66	156	30
	20%	18%	21%	19%	23%i	21%i	25%i	20%i	13%	5%	17%j	24%jk	36%jkl	32%pqrsuwxy	36%pqr	18%	15%	21%sy	11%	26%sy	16%	23%sy	17%	16%	7%	18%	19%	15%
Rented from the council	272	124	148	32	57	39	62	46	36	15	58	73	126	43	22	18	20	26	14	18	19	38	33	17	3	48	106	24
	13%	12%	14%	14%i	16%i	12%	17%i	15%i	7%	3%	10%j	17%jk	25%jkl	24%pqrsuwxy	26%pqrs	8%	12%	14%	10%	18%py	10%	14%	12%	9%	5%	13%	13%	12%
Rented from a housing association	140	58	82	12	27	30	30	15	26	13	44	28	56	13	8	24	6	12	3	8	13	24	16	12	2	18	50	6
	7%	6%	8%	5%	7%	9%	8%	5%	5%	2%	7%j	7%j	11%j	7%rs	9%rs	10%qs	4%	7%	2%	8%rs	7%	9%rs	6%	7%	3%	5%	6%	6%
Rented from someone else	279	131	149	45	84	60	48	27	16	59	94	55	72	17	14	33	21	14	26	13	23	53	35	28	3	51	148	38
	13%	13%	14%	19%hi	23%ghi	18%hi	13%i	9%i	3%	10%	16%j	13%	14%	9%	16%	14%	12%	8%	18%ry	13%	12%	19%nrwy	12%	16%ry	5%	14%	18%	19%
Rent free	45	23	22	17	16	6	3	*	3	19	7	7	11	3	1	7	5	7	4	2	1	7	6	2	-	7	23	3
	2%	2%	2%	7%fghi	4%ghi	2%h	1%	*	1%	3%k	1%	2%	2%	2%	1%	3%	3%	4%	3%	2%	1%	2%	2%	1%	-	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 12  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (l)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humbersides (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
No formal education	25 1%	12 1%	13 1%	2 1%	2 1%	2 1%	6 2%	1 *	11 2%h	1 *	7 1%j	11 3%j	6 1%j	1 *	2 2%	2 1%	6 3%	1 *	1 1%	1 1%	2 1%	5 2%	3 1%	2 1%	-	-	12 1%A	-
Primary	11 1%	6 1%	4 *	1 *	2 *	1 *	2 1%	2 1%	3 1%	-	2 *	2 *	6 1%j	1 *	-	1 *	1 *	-	-	4 4%npqr suvx	1 *	1 *	3 1%	-	-	2 1%	2 *	2 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	999 48%	473 46%	527 49%	83 36%	149 41%	146 44%	199 54%def	171 55%def	253 52%def	152 27%	262 45%j	252 59%jk	333 66%jk	79 45%v	49 57%v	126 54%v	80 47%v	98 55%v	74 50%v	55 54%v	103 53%v	94 34%	130 46%v	85 47%v	27 43%	179 48%	367 44%	51 25%
University degree or equivalent professional qualification, NVQ level 4, etc.	737 35%	374 37%	364 34%	75 32%	144 40%	122 36%	124 33%	100 32%	173 36%	277 48%klm	245 42%lm	106 25%	110 22%	66 37%	26 31%	70 30%	61 36%	56 31%	51 35%	25 25%	62 32%	118 43%prt u	115 40%pt	67 37%	20 31%	121 33%	325 39%	86 43%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	258 12%	134 13%	124 12%	27 11%	57 16%gi	61 18%ghi	36 10%	36 12%	41 8%	129 23%klm	53 9%	43 10%	32 6%	26 15%	5 6%	25 11%	17 10%	20 11%	13 9%	11 11%	26 13%	47 17%osw	27 10%	26 14%	15 24%opq rstw	68 18%	118 14%	57 28%
Still in full time education	50 2%	17 2%	33 3%	42 18%efgh i	4 1%i	* *	3 1%	-	-	12 2%	17 3%	7 2%	14 3%	4 2%	3 3%	9 4%ux	4 3%	3 2%	6 4%ux	5 5%ux	1 *	8 3%	4 2%	* *	1 2%	1 *	7 1%	5 2%
Don't know	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	11 1%	4 *	6 1%	2 1%	4 1%	2 1%	* *	-	2 *	1 *	1 *	3 1%	6 1%	-	1 1%	-	1 1%	1 1%	3 2%	-	-	2 1%	2 1%	1 1%	-	-	5 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



**Weight Loss Survey**  
**ONLINE Fieldwork: 1st to 3rd November 2019**

Absolutes/col percents

Table 13

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		North Ireland (y)	Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Yes - responsible for half or more of the items bought	1905 91%	891 87%	1014 95%a	170 73%	329 91%cd	322 96%dei	356 96%dei	287 93%cd	441 91%cd	499 87%	540 92%j	389 92%	477 94%j	167 94%w	78 92%	214 92%w	161 94%w	163 90%	141 96%uw	98 97%uw	173 89%	256 93%w	238 84%	162 90%	55 87%	342 92%	775 93%	188 93%
No - not responsible for most of the items bought	186 9%	130 13%b	56 5%	62 27%efgh i	33 9%fg	13 4%	14 4%	22 7%	41 9%fg	71 13%km	48 8%	36 8%	31 6%	10 6%	7 8%	19 8%	10 6%	17 10%	7 4%	3 3%	22 11%st	18 7%	46 16%npq st	19 10%t	8 13%st	28 8%	61 7%	14 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 14  
**How many cars are there in your household?**  
 Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)		Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
No cars in the household	439	207	232	41	86	79	83	72	77	62	142	64	171	48	24	55	41	37	16	19	22	104	41	28	5	80	152	31
	21%	20%	22%	18%	24%i	24%i	22%i	23%i	16%	11%	24%j	15%	34%jkl	27%suwxy	28%suwxy	24%suwy	24%suwy	21%suwy	11%	18%	11%	38%npqrstuwx	14%	15%	8%	21%	18%	15%
NET: Any	1652	814	838	192	276	255	287	237	406	508	446	360	337	128	62	178	129	143	132	83	173	170	243	153	58	291	684	171
	79%	80%	78%	82%	76%	76%	78%	77%	84%efgh	89%km	76%lm	85%km	66%	73%v	72%	76%v	76%v	79%v	89%nopqrv	82%v	89%nopqrv	62%	86%nopqv	85%novqv	92%nopqv	79%	82%	85%
1	848	422	427	53	125	129	161	126	254	230	235	158	224	67	45	94	69	64	66	46	81	105	116	69	25	137	318	82
	41%	41%	40%	23%	35%d	38%d	44%de	41%d	53%defgh	40%	40%	37%	44%	38%	53%nrvx	40%	40%	36%	45%	45%	42%	38%	41%	38%	40%	37%	38%	41%
2	612	307	305	82	115	107	98	84	126	204	173	153	82	43	17	63	43	62	51	28	68	50	92	66	28	118	280	63
	29%	30%	28%	35%gi	32%	32%	26%	27%	26%	36%km	30%lm	36%lm	16%	24%	20%	27%v	25%	34%ov	35%ov	28%	35%ov	18%	32%ovv	37%noqv	45%nopqv	32%	33%	31%
3+	192	85	107	57	36	19	28	27	25	74	37	49	32	18	-	21	18	17	15	9	24	15	34	18	5	37	86	25
	9%	8%	10%	25%efghi	10%i	6%	8%	9%	5%	13%km	6%	12%km	6%	10%o	-	9%o	10%o	9%o	10%o	8%o	12%ov	5%o	12%ov	10%o	7%o	10%	10%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 15  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
White	1889	922	967	189	298	297	338	294	475	513	527	381	467	168	81	209	161	151	145	97	188	193	265	171	61	318	742	154
	90%	90%	90%	81%	82%	89%de	91%de	95%def	98%def	90%	90%	90%	92%	95%rv	95%rv	90%v	95%rv	83%v	98%prv	96%rv	97%prv	70%	93%rv	95%rv	97%rv	86%	89%	76%
NET: BAME	169	81	88	41	49	34	27	13	5	50	56	36	28	4	4	24	7	29	3	4	5	68	15	7	1	44	85	44
	8%	8%	8%	17%fgh	14%ghi	10%hi	7%i	4%i	1%	9%	9% <sup>m</sup>	8%	6%	2%	5%	10% <sup>n</sup> qsu	4%	16% <sup>no</sup> qs	2%	4%	3%	25% <sup>no</sup> pqr	5%	4%	2%	12%	10%	22%
Mixed	43	19	23	12	14	4	5	5	3	14	14	7	7	1	1	5	1	5	-	1	3	18	6	2	*	10	22	9
	2%	2%	2%	5%fghi	4%fi	1%	1%	2%	1%	3%	2%	2%	1%	*	1%	2%	*	3%	-	1%	2%	7% <sup>np</sup> qs	2%	1%	*	3%	3%	4%
Asian	80	40	41	19	24	23	9	4	2	18	20	24	18	2	2	16	5	19	2	1	1	24	7	*	1	21	40	23
	4%	4%	4%	8%ghi	7%ghi	7%ghi	2%i	1%	*	3%	3%	6%	4%	1%	2%	7% <sup>nsu</sup> w	3% <sup>x</sup>	10% <sup>no</sup> qs	1%	1%	1%	9% <sup>nq</sup> st	2%	*	1%	6%	5%	12%
Black	18	10	8	5	2	4	5	3	-	6	9	2	1	1	-	-	-	1	1	1	-	11	1	2	-	5	9	4
	1%	1%	1%	2%i	1%	1%i	1%i	1%	-	1%	2% <sup>m</sup>	1%	*	1%	-	-	-	1%	1%	1%	-	4% <sup>pqu</sup> w	*	1%	-	1%	1%	2%
Chinese	13	4	9	2	2	3	5	-	-	6	5	-	2	-	1	1	-	2	-	1	1	6	-	2	-	4	5	3
	1%	*	1%	1%	1%	1%	1%i	-	-	1%	1%	-	*	-	1%	*	-	1%	-	1%	*	2% <sup>w</sup>	-	1%	-	1%	1%	2%
Other ethnic group	15	8	7	2	7	1	4	2	-	6	7	2	-	-	*	2	1	1	-	-	*	8	*	2	-	4	8	5
	1%	1%	1%	1%	2%i	*	1%i	1%	-	1% <sup>m</sup>	1% <sup>m</sup>	1%	-	-	1%	1%	*	1%	-	-	*	3% <sup>n</sup> uw	*	1%	-	1%	1%	2%
Prefer not to answer	33	17	16	3	15	4	5	3	3	8	5	8	13	5	1	1	2	1	-	1	1	14	5	2	1	9	9	3
	2%	2%	1%	1%	4%fghi	1%	1%	1%	1%	1%	1%	2%	2% <sup>k</sup>	3%	1%	*	1%	1%	-	1%	*	5% <sup>pr</sup> su	2%	1%	2%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 16  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri- vate (B)	Opin- ion Influ- encer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Christian	936 45%	465 46%	470 44%	59 25%	100 28%	119 36% <sup>d</sup>	174 47% <sup>def</sup>	168 54% <sup>def</sup>	315 65% <sup>def</sup>	255 45%	244 42%	204 48%	232 46%	87 50%	42 50%	91 39%	74 43%	72 40%	78 53% <sup>prv</sup>	41 41%	82 42%	113 41%	137 48%	74 41%	44 69% <sup>nop</sup>	142 38%	335 40%	72 35%
NET: Other	152 7%	72 7%	80 7%	31 13% <sup>ghi</sup>	40 11% <sup>ghi</sup>	29 9% <sup>i</sup>	22 6% <sup>i</sup>	17 5%	12 3%	39 7%	35 6%	42 10%	36 7%	2 1%	3 3%	28 12% <sup>noqs</sup>	7 4%	27 15% <sup>noqs</sup>	6 4%	3 3%	5 3%	45 16% <sup>noqs</sup>	15 5% <sup>n</sup>	10 5% <sup>n</sup>	1 2%	42 11%	69 8%	46 23%
Muslim	58 3%	25 2%	33 3%	19 8% <sup>fghi</sup>	16 5% <sup>hi</sup>	12 4% <sup>hi</sup>	7 2% <sup>i</sup>	3 1% <sup>i</sup>	-	17 3%	15 3%	15 4%	11 2%	1 1%	1 1%	11 5% <sup>ntux</sup>	4 2%	15 8% <sup>noqs</sup>	1 1%	-	-	18 7% <sup>nstu</sup>	4 2%	* *	1 2% <sup>u</sup>	18 5%	27 3%	16 8%
Hindu	16 1%	6 1%	10 1%	1 1%	11 3% <sup>fghi</sup>	2 1%	1 *	1 *	1 *	4 1%	5 1%	4 1%	2 *	-	1 1%	3 1%	-	1 1%	* *	1 1%	1 1%	8 3% <sup>nqx</sup>	2 1%	-	-	3 1%	10 1%	7 4%
Jewish	22 1%	14 1%	7 1%	3 1%	5 1%	3 1%	2 *	5 2%	4 1%	7 1%	3 *	9 2% <sup>k</sup>	3 1%	-	-	3 1%	-	* *	1 1%	-	3 1%	10 4% <sup>nqw</sup>	1 *	4 2%	-	6 2%	12 1%	11 6%
Sikh	6 *	2 *	4 *	1 *	2 1%	3 1% <sup>i</sup>	-	-	-	1 *	2 *	1 *	2 *	-	-	-	1 1%	5 3% <sup>puvw</sup>	-	-	-	-	-	-	-	1 *	3 *	-
Buddhist	15 1%	7 1%	8 1%	-	2 *	4 1%	4 1%	2 1%	3 1%	4 1%	4 1%	2 1%	4 1%	-	-	4 2%	-	2 1%	1 *	1 1%	1 *	1 *	5 2%	-	-	1 *	8 1%	8 4%
Other	35 2%	18 2%	17 2%	6 3%	4 1%	5 2%	9 2%	6 2%	5 1%	5 1%	6 1%	10 2%	14 3% <sup>jk</sup>	1 *	1 1%	7 3% <sup>u</sup>	2 1%	4 2%	3 2%	1 1%	* *	7 3%	4 1%	6 3% <sup>u</sup>	-	12 3% <sup>B</sup>	9 1%	3 1%
None	955 46%	468 46%	487 45%	134 58% <sup>ghi</sup>	202 56% <sup>ghi</sup>	178 53% <sup>hi</sup>	169 46% <sup>i</sup>	121 39% <sup>i</sup>	151 31%	268 47%	299 51% <sup>lm</sup>	171 40%	217 43%	82 47% <sup>y</sup>	39 46% <sup>y</sup>	114 49% <sup>vy</sup>	85 50% <sup>vy</sup>	81 45% <sup>y</sup>	61 41% <sup>y</sup>	54 53% <sup>vy</sup>	99 51% <sup>vy</sup>	103 38%	125 44% <sup>y</sup>	96 53% <sup>vy</sup>	15 24%	179 48%	415 50%	81 40%
Prefer not to say	48 2%	14 1%	34 3% <sup>a</sup>	8 4% <sup>i</sup>	19 5% <sup>ghi</sup>	8 3%	5 1%	3 1%	5 1%	8 1%	10 2%	8 2%	23 4% <sup>jk</sup>	5 3%	1 1%	1 *	4 2%	1 1%	2 1%	3 3% <sup>px</sup>	8 4% <sup>prx</sup>	13 5% <sup>prx</sup>	6 2%	* *	3 5% <sup>prx</sup>	8 2%	16 2%	3 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 17  
Which of the following best describes where you live?  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)		Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: Urban	1685 81%	845 83%b	840 78%	192 82%i	302 83%i	284 85%i	312 84%i	247 80%i	348 72%	432 76%	492 84%j	343 81%	418 82%j	135 77%t	78 91%nqs tuwxy	214 92%nqs tuwxy	132 78%t	161 89%nqs tuwx	108 73%	64 63%	135 69%	270 99%nop qrstuw xy	199 70%	140 78%t	49 78%	323 87%B	672 80%	171 85%
Urban - Population over 10,000	893 43%	488 48%b	405 38%	113 49%i	177 49%hi	155 46%i	156 42%i	125 40%	167 35%	232 41%	289 49%jlm	172 40%	200 39%	78 44%tuw	36 43%t	92 39%t	60 35%t	92 51%ppqs tuwx	51 35%t	22 21%	62 32%	226 82%nop qrstuw xy	88 31%	60 33%	26 41%t	192 52%B	372 45%	122 60%
Town and Fringe	793 38%	357 35%	435 41%a	79 34%	125 34%	129 39%	156 42%	122 39%	182 38%	200 35%	203 35%	171 40%	218 43%jkl	57 32%v	41 49%nv	122 52%nrs uvw	73 43%v	69 38%v	57 38%v	42 41%v	73 37%v	44 16%	111 39%v	80 44%nv	23 37%v	131 35%	300 36%	49 24%
NET: Rural	406 19%	175 17%	230 22%a	41 18%	60 17%	50 15%	58 16%	63 20%	134 28%def gh	138 24%km	96 16%	82 19%	90 18%	41 23%opr	7 9%v	20 8%v	38 22%opr v	20 11%v	40 27%opr v	38 37%nop qrxy	60 31%opr	4 1%	85 30%opr v	40 22%opr v	14 22%opv	48 13%	164 20%A	31 15%
Village	352 17%	148 14%	205 19%a	39 17%	55 15%	46 14%	53 14%	51 16%	109 23%efg	121 21%kl	85 14%	63 15%	83 16%	23 13%v	7 9%v	17 7%v	38 22%nop v	16 9%v	39 26%nop rv	34 34%nop rvxy	52 27%nop v	4 1%	78 27%nop rvy	36 20%opr v	9 14%v	46 12%	147 18%A	25 12%
Hamlet & Isolated Dwelling	54 3%	28 3%	26 2%	2 1%	5 1%	5 1%	5 1%	12 4%dg	25 5%defg	17 3%	11 2%	19 4%km	7 1%	18 10%opqr suwvx	-	3 1%	*	4 2%v	1 1%	4 3%v	8 4%qv	-	7 2%v	5 2%v	5 8%opqr svw	2 1%	17 2%	6 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 18  
**Which of the following best describes your current working status?**  
 Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: Working	1207	630	577	133	294	278	273	179	50	333	390	285	197	100	53	123	98	101	85	52	107	181	170	102	35	371	836	152
	58%	62%b	54%	57%i	81% <sup>dgh</sup>	83% <sup>dgh</sup>	74% <sup>dhi</sup>	58%i	10%	58% <sup>m</sup>	66% <sup>jm</sup>	67% <sup>jm</sup>	39%	57%	62%	53%	57%	56%	58%	51%	55%	66% <sup>ptu</sup>	60%	56%	55%	100%	100%	75%
Working full time - working 30 hours per week or more	954	560	393	104	240	240	221	121	29	282	310	228	135	76	47	93	80	84	68	36	81	144	138	79	28	298	655	132
	46%	55%b	37%	45%i	66% <sup>dhi</sup>	72% <sup>dgh</sup>	60% <sup>dhi</sup>	39% <sup>i</sup>	6%	49% <sup>m</sup>	53% <sup>m</sup>	54% <sup>m</sup>	26%	43%	55% <sup>pt</sup>	40%	47%	47%	46%	36%	42%	52% <sup>ptu</sup>	49% <sup>t</sup>	44%	44%	80%	78%	65%
Working part time - working between 8 and 29 hours per week	253	70	183	29	54	38	53	58	21	52	81	58	63	25	6	30	18	16	17	16	26	38	32	22	7	73	181	20
	12%	7%	17%a	13%i	15%i	11%i	14%i	19% <sup>fi</sup>	4%	9%	14% <sup>j</sup>	14%	12%	14%	7%	13%	10%	9%	12%	16%	13%	14%	11%	12%	11%	20%	22%	10%
NET: Not working	884	391	494	99	68	57	97	131	433	237	197	139	311	76	32	110	73	80	63	49	88	92	114	79	28	-	-	50
	42%	38%	46%a	43% <sup>efg</sup>	19%	17%	26% <sup>ef</sup>	42% <sup>efg</sup>	90% <sup>def</sup>	42% <sup>kl</sup>	34%	33%	61% <sup>ijkl</sup>	43%	38%	47% <sup>v</sup>	43%	44%	42%	49% <sup>v</sup>	45% <sup>v</sup>	34%	40%	44%	45%	-	-	25%
Not working but seeking work or temporarily unemployed or sick	79	49	30	15	16	13	15	17	3	5	5	11	57	8	4	8	4	16	6	4	5	9	10	5	1	-	-	4
	4%	5%b	3%	6%i	4%i	4%i	4%i	6%i	1%	1%	1%	3%	11% <sup>ijkl</sup>	5%	5%	3%	2%	9% <sup>opquv</sup>	4%	4%	2%	3%	3%	3%	2%	-	-	2%
Not working and not seeking work/ student	186	75	112	82	26	12	37	27	2	37	43	17	89	15	8	30	18	15	10	19	16	18	24	8	7	-	-	14
	9%	7%	10%a	35% <sup>efgh</sup>	7%i	4%i	10% <sup>fi</sup>	9% <sup>fi</sup>	*	7%	7%	4%	18% <sup>ijkl</sup>	8%	9%	13% <sup>vx</sup>	10% <sup>x</sup>	8%	7%	18% <sup>nrsu</sup>	8%	7%	8%	4%	11%	-	-	7%
Retired on a state pension only	131	39	92	-	-	-	1	1	129	15	13	20	83	11	8	15	9	6	12	7	10	15	20	15	3	-	-	4
	6%	4%	9%a	-	-	-	*	*	27% <sup>defgh</sup>	3%	2%	5%	16% <sup>ijkl</sup>	6%	9%	7%	5%	3%	8%	6%	5%	5%	7%	8%	4%	-	-	2%
Retired with a private pension	363	209	154	-	-	1	3	60	298	167	113	59	24	35	8	41	27	33	25	17	41	43	46	39	8	-	-	26
	17%	20%b	14%	-	-	*	1%	19% <sup>def</sup>	62% <sup>defgh</sup>	29% <sup>klm</sup>	19% <sup>m</sup>	14% <sup>m</sup>	5%	20% <sup>o</sup>	9%	18%	16%	18%	17%	17%	21% <sup>o</sup>	16%	16%	22% <sup>o</sup>	13%	-	-	13%
House person, housewife, househusband, etc.	125	19	106	2	26	30	40	26	1	13	23	32	57	7	5	16	15	10	10	3	16	8	14	12	9	-	-	2
	6%	2%	10%a	1%	7% <sup>di</sup>	9% <sup>di</sup>	11% <sup>di</sup>	8% <sup>di</sup>	*	2%	4%	8% <sup>jk</sup>	11% <sup>jk</sup>	4%	6%	7%	9% <sup>v</sup>	5%	7%	3%	8% <sup>v</sup>	3%	5%	7%	14% <sup>nrtv</sup>	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

Prepared by Populus



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 19  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)		Private (B)
Unweighted base	1182	597	585	123	264	279	287	183	46	355	407	219	201	102	52	114	99	93	75	60	107	158	173	115	34	354	828	141
Weighted base	1207	630	577	133*	294	278	273	179	50*	333	390	285	197	100*	53*	123*	98*	101*	85*	52*	107*	181	170	102*	35**	371	836	152
NET: Public Sector	371	165	205	48	95	79	83	58	9	115	133	72	50	34	14	41	33	39	16	16	35	56	42	33	12	371	-	40
	31%	26%	36%a	36%i	32%	28%	30%	32%	17%	35%i	34%i	25%	26%	33%	26%	34% <i>s</i>	34% <i>s</i>	39% <i>sw</i>	19%	32%	33%	31%	25%	32%	34%	100%B	-	26%
A nationalised industry/state corporation	35	24	11	11	13	4	5	1	-	8	6	13	9	-	-	4	6	7	-	-	4	4	5	5	-	35	-	6
	3%	4%	2%	9% <i>fgh</i>	4%	2%	2%	1%	-	2%	1%	5% <i>k</i>	4%	-	-	3%	6% <i>n</i>	7% <i>ns</i>	-	-	3%	2%	3%	5% <i>n</i>	-	9%B	-	4%
Central government or civil service (including Courts service and Bank of England)	41	21	20	5	9	9	8	8	2	19	18	2	3	5	3	4	12	3	-	2	1	2	4	1	4	41	-	3
	3%	3%	3%	3%	3%	3%	3%	5%	3%	6% <i>lm</i>	5% <i>l</i>	1%	1%	5%	5%	3%	13% <i>prsu vwx</i>	3%	-	4%	1%	1%	2%	1%	12%	11%B	-	2%
Local government or council (including fire services, police and local authority controlled schools/colleges)	131	50	81	18	27	31	34	18	2	43	53	22	13	12	7	12	10	13	8	6	14	21	14	10	4	131	-	14
	11%	8%	14% <i>a</i>	14%	9%	11%	13%	10%	5%	13% <i>m</i>	14% <i>lm</i>	8%	7%	12%	14%	10%	10%	13%	9%	12%	13%	12%	8%	10%	11%	35%B	-	9%
A university, or other grant funded establishment (include opted-out schools)	36	19	17	3	11	9	6	7	1	19	11	5	2	3	-	5	1	5	3	1	1	5	5	6	1	36	-	6
	3%	3%	3%	2%	4%	3%	2%	4%	1%	6% <i>lm</i>	3%	2%	1%	3%	-	4%	1%	5%	3%	3%	1%	3%	3%	6%	4%	10%B	-	4%
A health authority or NHS Trust	87	27	59	4	27	20	24	10	1	19	35	18	14	6	1	11	3	10	4	7	12	12	8	10	3	87	-	9
	7%	4%	10% <i>a</i>	3%	9%	7%	9%	6%	3%	6%	9%	6%	7%	6%	2%	9%	3%	9%	5%	14% <i>qw</i>	11%	6%	5%	9%	7%	23%B	-	6%
The armed forces	3	3	-	-	1	-	2	-	-	1	-	2	-	2	-	-	-	-	-	-	-	-	-	1	-	3	-	-
	*	*	-	-	*	-	1%	-	-	*	-	1%	-	2%	-	-	-	-	-	-	-	-	-	1%	-	1%B	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 19  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Weighted base	1207	630	577	133*	294	278	273	179	50*	333	390	285	197	100*	53*	123*	98*	101*	85*	52*	107*	181	170	102*	35**	371	836	152	
Other public sector occupation (Please specify as much detail as possible)	39	21	18	7	7	6	4	12	3	7	10	10	11	5	3	5	1	2	1	-	3	12	6	*	-	39	-	2	
	3%	3%	3%	6%	2%	2%	2%	7%efg	5%	2%	3%	4%	5%	5%	5%	4%	1%	2%	1%	-	3%	7%x	3%	*	-	10%B	-	1%	
NET: Private Sector	836	465	371	85	199	199	190	121	41	218	257	213	147	67	39	81	64	62	69	36	72	125	128	69	23	-	836	112	
	69%	74%b	64%	64%	68%	72%	70%	68%	83%d	65%	66%	75%jk	74%	67%	74%	66%	66%	61%	81%pqr	68%	67%	69%	75%r	68%	66%	-	100%A	74%	
A charity, voluntary organisation or trust	39	9	30	2	7	6	13	10	1	12	15	2	10	1	-	3	4	1	5	2	6	3	7	5	2	-	39	6	
	3%	1%	5%a	2%	2%	2%	5%	6%	2%	4%l	4%l	1%	5%l	1%	-	3%	4%	1%	6%	3%	6%	2%	4%	4%	7%	-	5%A	4%	
Self-employed (Private sector)	137	75	61	6	23	22	44	25	16	30	47	35	25	10	8	11	5	5	7	5	11	36	21	13	4	-	137	16	
	11%	12%	11%	4%	8%	8%	16%def	14%df	h	32%defg	9%	12%	12%	13%	10%	14%	9%	5%	5%	8%	10%	10%	20%ppqr	12%	13%	10%	-	16%A	11%
None of the above/ I work in the Private sector	660	381	280	77	169	172	133	85	24	176	195	177	112	56	32	67	55	56	58	29	54	86	101	51	17	-	660	89	
	55%	60%b	48%	58%	57%	62%gh	49%	48%	48%	53%	50%	62%k	57%	55%	60%	54%	56%	55%	68%uvx	55%	51%	47%	59%	50%	50%	-	79%A	59%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 20  
**Do you have any children aged 18 or under? If so, how old are they?**  
 Base: All respondents

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)		Public (A)	Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
No children aged 18 or under	1511	742	768	207	186	135	235	272	476	438	440	272	362	127	46	173	123	131	101	71	150	197	221	132	38	221	521	119
	72%	73%	72%	89%efg	51%f	40%	64%ef	88%efg	99%defgh	77%l	75%l	64%	71%l	72%o	54%	74%o	72%o	72%o	68%	70%o	77%oy	72%o	78%osy	73%o	61%	59%	62%	59%
NET: Yes	567	270	297	22	168	199	135	37	7	130	145	149	144	47	39	59	47	50	47	30	45	71	61	48	25	148	309	81
	27%	26%	28%	9%i	46%dghi	59%deghi	36%dhi	12%i	1%	23%	25%	35%jk	28%	26%	46%npqr	25%	28%	28%	32%w	30%	23%	26%	21%	48	39%puw	40%	37%	40%
NET: Any 5-18	459	218	241	5	104	176	131	37	7	102	112	119	125	41	31	45	43	44	40	20	36	54	48	35	21	121	245	59
	22%	21%	23%	2%	29%dhi	53%deg	35%dhi	12%di	1%	18%	19%	28%jk	25%jk	23%	37%npt	19%	25%	24%	27%w	20%	19%	20%	17%	19%	34%puv	33%	29%	29%
NET: Any 11-18	291	145	145	2	28	112	107	36	6	78	69	65	78	27	21	33	29	22	24	14	15	34	34	26	14	72	159	34
	14%	14%	14%	1%	8%di	34%deh	29%deh	12%di	1%	14%	12%	15%	15%	15%u	24%pru	14%	17%u	12%	16%u	14%	8%	12%	12%	15%u	22%u	19%	19%	17%
Yes - children aged under 5 years old	208	98	110	19	114	66	8	1	-	42	61	64	42	13	12	26	15	19	14	11	18	25	29	19	8	54	113	32
	10%	10%	10%	8%ghi	32%dfghi	20%dghi	2%i	*	-	7%	10%	15%jm	8%	7%	14%	11%	9%	10%	9%	11%	9%	9%	10%	10%	13%	15%	14%	16%
Yes - children aged 5 to 10 years old	266	124	142	5	93	111	54	3	1	59	65	71	71	18	17	27	28	29	26	10	26	25	31	15	14	77	141	35
	13%	12%	13%	2%i	26%dghi	33%dghi	15%dhi	1%	*	10%	11%	17%jk	14%	10%	20%nvwx	11%	16%x	16%x	17%vx	10%	13%	9%	11%	8%	22%npv	21%	17%	17%
Yes - children aged 11 to 15 years old	217	109	108	*	23	93	81	18	2	67	47	47	56	23	12	24	23	16	20	10	12	23	27	17	10	48	132	24
	10%	11%	10%	*	6%di	28%deh	22%deh	6%di	*	12%k	8%	11%	11%	13%u	14%u	10%	13%u	9%	14%u	10%	6%	8%	10%	10%	16%u	13%	16%	12%
Yes - children aged 16 to 18 years old	114	61	53	1	7	38	43	22	4	23	29	26	36	9	9	13	10	9	6	5	4	19	9	14	7	33	47	16
	5%	6%	5%	*	2%	11%dei	12%dei	7%dei	1%	4%	5%	6%	7%j	5%	11%uw	5%	6%	5%	4%	5%	2%	7%u	3%	8%uw	11%uw	9%	6%	8%
Refused	13	8	5	4	7	1	1	1	-	4	3	4	3	3	1	1	-	-	-	-	-	6	2	1	-	2	6	1
	1%	1%	*	2%i	2%ghi	*	*	*	-	1%	1%	1%	1%	2%	1%	1%	-	-	-	-	-	2%	1%	1%	-	1%	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base





## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 21  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Opin-ion Influ-encer (C)	
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192	
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202	
Anglia	238 11%	107 10%	131 12%	28 12%	43 12%	39 12%	47 13%	32 10%	49 10%	61 11%	82 14%l	39 9%	56 11%	-	-	-	-	2 1%	34 23%nopq rtvwxy	-	178 92%nopq rstvwxy	-	21 8%nopq rtxy	1 1%	-	47 13%	98 12%	17 8%	
Border	17 1%	5 1%	11 1%	-	1 *	2 1%	4 1%	5 2%	4 1%	3 *	3 1%	7 2%	3 1%	7 4%qrsu vwxy	1 1%	9 4%qrsu vwxy	-	-	-	-	-	-	-	-	-	3 1%	4 *	-	
Central	261 13%	135 13%	127 12%	34 15%	37 10%	47 14%	46 12%	40 13%	57 12%	83 14%k	55 9%	67 16%k	57 11%	6 4%quvw	-	1 1%	-	163 90%nop qstuvw xy	85 57%nopq tuvvxy	-	1 *	-	2 1%	3 2%v	-	49 13%	97 12%	27 13%	
Granada	224 11%	105 10%	119 11%	23 10%	43 12%	40 12%	35 10%	35 11%	49 10%	59 10%	67 11%	39 9%	60 12%	-	-	214 92%noqr stuvwxy	-	4 2%v	2 1%	2 2%	1 *	-	1 *	-	-	37 10%	81 10%	24 12%	
London	368 18%	184 18%	184 17%	45 20%f	75 21%fg	42 13%	49 13%	65 21%fg	92 19%fg	100 18%m	122 21%l	83 20%l	63 12%	-	-	-	-	1 *	*	-	14 7%no pqrs by	273 100%nop qrstuw xy	79 28%nopq rstuxy	1 1%	-	68 18%	165 20%	54 27%	
Meridian	211 10%	103 10%	108 10%	19 8%	38 11%	39 12%h	42 11%h	19 6%	53 11%h	69 12%	56 10%	41 10%	45 9%	-	-	-	-	2 1%	2 2%	-	-	1 *	179 63%nop qrstuv xy	27 15%nopq rstuvy	-	30 8%	93 11%	15 7%	
STV	165 8%	89 9%	76 7%	17 7%	18 5%	27 8%	33 9%	28 9%	43 9%	44 8%	43 7%	32 8%	46 9%	163 92%opqr stuvwxy	-	1 *	-	-	-	-	-	-	-	1 *	-	-	32 9%	61 7%	11 6%
Tyne Tees	86 4%	44 4%	42 4%	8 3%	27 7%fhi	8 2%	20 5%	10 3%	13 3%	19 3%	25 4%	16 4%	26 5%	-	84 99%npqr stuvwxy	-	1 1%	-	-	-	-	-	-	-	-	-	14 4%	39 5%	10 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 21  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)		Private (B)	
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202	
Wales	100 5%	48 5%	51 5%	10 4%	14 4%	15 5%	21 6%	15 5%	25 5%	16 3%	25 4%	20 5%	38 8% jk	-	-	-	-	-	-	100 98% nopq rsuvwxy	-	-	-	-	-	16 4%	36 4%	8 4%	
West	68 3%	38 4%	30 3%	7 3%	17 5% h	7 2%	11 3%	4 1%	21 4% h	20 3%	25 4%	11 3%	12 2%	-	-	5 2% v	-	7 4% nqsu vw	-	-	1 *	-	1 *	53 30% nopq rstuvwxy	-	10 3%	26 3%	10 5%	
Westcountry	96 5%	45 4%	51 5%	5 2%	16 4%	14 4%	18 5%	15 5%	28 6%	16 3%	26 5%	28 7% j	26 5%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	94 52% nopq rstuvwxy	-	19 5%	38 5%	12 6%
Yorkshire	194 9%	83 8%	111 10%	33 14% ehi	25 7%	43 13% ei	32 9%	25 8%	37 8%	54 9%	44 7%	34 8%	62 12% k	-	-	2 1%	169 99% nopr stuvwxy	-	23 16% nopr tuvwxy	-	-	-	-	-	-	35 9%	73 9%	8 4%	
UTV	63 3%	34 3%	29 3%	3 2%	8 2%	11 3%	13 3%	16 5% d	11 2%	28 5% l	16 3%	6 1%	13 3%	-	-	-	-	-	-	-	-	-	-	-	63 100% nopq rstuvwxy	12 3%	23 3%	7 3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 22  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade					Region											Employment Sector		Opinion Influencer (C)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri- vate (B)	
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Single	633 30%	332 32%	302 28%	180 77%efg hi	135 37%hi	105 31%hi	124 33%hi	55 18%i	35 7%	161 28%l	216 37%jl	89 21%	167 33%l	57 32%sy	28 33%sy	72 31%sy	47 27%	49 27%	26 18%	32 31%sy	58 30%sy	113 41%pqr suwxy	88 31%sy	54 30%sy	9 15%	122 33%	287 34%	67 33%
NET: Married/ Civil partnership/ co habiting	1177 56%	603 59%b	574 54%	46 20%	206 57%d	219 65%deg	200 54%d	189 61%d	317 66%deg	334 58%km	284 48%	302 71%jkm	258 51%	95 54%v	47 55%v	133 57%v	102 60%v	108 60%v	108 73%nop qrtuvw x	60 59%v	107 55%v	114 41%	158 56%v	98 54%v	47 75%nop uvwxy	214 58%	460 55%	113 56%
Married	860 41%	464 45%b	396 37%	14 6%	114 31%d	138 41%de	144 39%d	154 50%deg	297 61%def gh	260 46%km	199 34%	225 53%km	175 34%	72 41%v	33 38%	96 41%v	64 38%	87 48%v	84 57%nop qrtuvw x	38 38%	78 40%v	77 28%	108 38%v	79 44%v	43 69%nop qrtuvw x	146 39%	292 35%	83 41%
Civil Partnership	21 1%	12 1%	9 1%	-	3 1%	11 3%degi	2 1%	4 1%	2 *	5 1%	4 1%	4 1%	8 2%	2 1%	-	2 1%	1 *	1 *	5 4%wx	2 2%	3 2%	4 1%	2 1%	-	-	4 1%	11 1%	4 2%
Co Habiting	296 14%	127 12%	169 16%a	32 14%i	90 25%dgh i	71 21%ghi	54 15%i	31 10%i	18 4%	69 12%	80 14%	73 17%	75 15%	21 12%	14 17%	35 15%	38 22%nrs uvxy	20 11%	18 12%	20 20%xy	26 13%	33 12%	48 17%	19 11%	4 6%	64 17%	156 19%	25 13%
NET: Widowed/ separated/ divorced	259 12%	78 8%	181 17%a	-	9 2%d	11 3%d	46 12%def	65 21%def g	129 27%def g	70 12%l	87 15%l	27 6%	76 15%l	22 13%	9 11%	27 11%	22 13%	21 12%	13 9%	10 9%	27 14%	41 15%	33 12%	28 15%	6 10%	35 9%	78 9%	19 9%
Widowed	70 3%	15 1%	55 5%a	-	-	2 1%	4 1%	16 5%def g	48 10%defg h	17 3%	23 4%l	6 1%	24 5%l	6 3%	4 5%	9 4%	2 1%	6 3%	5 3%	3 3%	6 3%	9 3%	10 3%	9 5%q	2 3%	6 2%	8 1%	2 1%
Separated	33 2%	10 1%	24 2%a	-	5 1%	4 1%	7 2%	7 2%d	11 2%d	6 1%	13 2%	2 1%	12 2%	5 3%p	1 1%	* *	3 2%	3 2%	1 1%	1 1%	3 2%	4 2%	6 2%	2 1%	3 5%p	7 2%	12 1%	2 1%
Divorced	155 7%	54 5%	102 10%a	-	4 1%	5 1%	35 9%def	42 13%def	70 15%defg	46 8%l	51 9%l	19 4%	40 8%	12 7%	4 5%	17 7%	17 10%	11 6%	7 5%	6 6%	18 9%	28 10%	17 6%	17 9%	2 3%	22 6%	58 7%	16 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



**Weight Loss Survey**  
**ONLINE Fieldwork: 1st to 3rd November 2019**

Absolutes/col percents

Table 22  
**Marital Status**  
**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Prefer not to answer	21	8	13	6	11	-	1	2	2	6	1	7	7	2	1	2	-	2	2	-	3	6	4	-	-	-	11	2
	1%	1%	1%	3%fgi	3%fghi	-	*	1%	*	1%	*	2%k	1%k	1%	1%	1%	-	1%	1%	-	2%	2%	2%	-	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 23  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Opin-ion Influ-encer (C)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Glasgow	80 4%	41 4%	39 4%	12 5%	9 2%	12 4%	18 5%	15 5%	13 3%	17 3%	24 4%	20 5%	20 4%	80 45% opq rstuvwx	-	-	-	-	-	-	-	-	-	-	-	19 5%	31 4%	2 1%
Edinburgh	85 4%	52 5% b	33 3%	6 3%	10 3%	16 5%	14 4%	14 4%	25 5%	25 4%	19 3%	14 3%	26 5%	85 48% opq rstuvwx	-	-	-	-	-	-	-	-	-	-	-	13 4%	33 4%	6 3%
Newcastle	89 4%	45 4%	44 4%	7 3%	27 7% fhi	8 2%	20 5%	11 3%	16 3%	20 3%	25 4%	16 4%	28 5%	-	84 99% npq rstuvwx	4 2%	2 1%	-	-	-	-	-	-	-	-	14 4%	40 5%	10 5%
Leeds	83 4%	34 3%	49 5%	14 6%	12 3%	21 6% i	13 3%	11 3%	14 3%	26 4%	19 3%	17 4%	22 4%	-	1 1%	1 *	82 48% nop rstuvwx	-	-	-	-	-	-	-	-	19 5%	32 4%	2 1%
Hull	55 3%	21 2%	34 3%	12 5% eg	6 2%	11 3%	5 1%	7 2%	14 3%	13 2%	14 2%	9 2%	19 4%	-	-	-	47 28% nop rstuvwx	-	7 5% nprt uvwx	-	1 *	-	-	-	-	3 1%	22 3%	3 2%
Sheffield	43 2%	19 2%	25 2%	7 3%	7 2%	9 3%	9 3%	3 1%	8 2%	15 3%	11 2%	5 1%	12 2%	-	-	-	35 20% nop rstuvwx	-	8 6% nop tuvwx	-	-	-	-	-	11 3%	16 2%	3 2%	
Manchester	157 8%	76 7%	82 8%	17 7%	24 7%	38 11% g	22 6%	22 7%	34 7%	40 7%	45 8%	35 8%	38 8%	-	-	144 62% nop rstuvwx	-	11 6% noqt uvwx	2 1%	-	-	-	-	-	25 7%	61 7%	14 7%	
Liverpool	94 4%	34 3%	60 6% a	9 4%	20 6%	12 4%	19 5%	16 5%	17 4%	23 4%	27 5%	19 4%	25 5%	-	-	74 32% nop rstuvwx	-	1 *	-	19 19% noqr stuvwx	-	-	-	-	-	24 6% B	29 3%	10 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 23  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Nottingham	83 4%	45 4%	38 4%	9 4%	6 2%	21 6%e	17 5%e	9 3%	21 4%e	25 4%	24 4%	18 4%	17 3%	-	-	-	1 1%	2 1%	78 53%nopq rtuvwxy	-	2 1%	-	-	-	-	10 3%	34 4%	6 3%
Birmingham	162 8%	82 8%	79 7%	24 10%	28 8%	29 9%	26 7%	21 7%	34 7%	56 10%k	32 6%	36 8%	37 7%	-	-	-	-	150 83%nopq stuvwxy	8 5%npqu vwxy	1 1%	1 1%	-	1 *	-	-	32 9%	60 7%	23 12%
Norwich	98 5%	42 4%	56 5%	14 6%	18 5%	13 4%	14 4%	18 6%	22 5%	29 5%	30 5%	16 4%	23 4%	-	-	-	-	-	3 2%v	-	92 47%nopq rstvwxy	-	3 1%	-	-	18 5%	39 5%	7 4%
Milton Keynes	69 3%	34 3%	35 3%	9 4%	11 3%	12 4%	15 4%	11 3%	10 2%	14 3%	20 3%	10 2%	24 5%	-	-	-	-	1 *	29 20%nopq rtvwxy	-	24 12%nopq rtvwxy	-	15 5%nopq rtvx	-	-	10 3%	34 4%	5 2%
Brighton	45 2%	20 2%	26 2%	3 1%	10 3%	6 2%	10 3%	4 1%	12 3%	12 2%	16 3%	8 2%	10 2%	-	-	-	-	-	-	-	-	-	45 16%nopq rstuvwxy	-	-	6 2%	20 2%	5 3%
Oxford	29 1%	15 1%	15 1%	5 2%	10 3%i	3 1%	3 1%	5 1%	3 1%	11 2%	9 2%	5 1%	4 1%	-	-	-	-	-	-	-	-	-	23 8%nopq rstuvy	7 4%npqr suv	-	5 1%	12 1%	1 *
London	457 22%	225 22%	231 22%	50 22%	85 24%	64 19%	71 19%	76 25%	110 23%	132 23% <i>m</i>	147 25% <i>m</i>	99 23% <i>m</i>	79 15%	-	-	2 1%	-	2 1%	-	-	48 24%no pqrst xy	273 100%nop qrstuw xy	133 47%nopq rstuvy	-	-	85 23%	211 25%	58 29%
Southampton	77 4%	43 4%	33 3%	8 3%	14 4%	12 4%	12 3%	7 2%	23 5%	22 4%	23 4%	16 4%	16 3%	-	-	-	-	-	-	-	-	1 *	47 17%nop qrstuv y	28 16%nopq rstuvy	-	13 4%	28 3%	9 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 23  
**Which of the following cities do you live in, or nearest to?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
Bristol	81 4%	42 4%	39 4%	6 3%	17 5%	9 3%	19 5%	8 2%	23 5%	20 3%	29 5%	18 4%	15 3%	-	-	-	-	1 *	-	2 2%pv	-	-	1 *	78 43%nopq rstuvwxy	-	15 4%	32 4%	12 6%
Plymouth	58 3%	27 3%	30 3%	1 *	10 3%	9 3%	9 3%	11 3% <sup>d</sup>	17 4% <sup>d</sup>	12 2%	14 2%	15 3%	17 3%	-	-	-	-	-	-	-	-	-	-	58 32%nopq rstuvwxy	-	9 2%	25 3%	7 3%
Cardiff	70 3%	41 4%	29 3%	4 2%	8 2%	10 3%	17 5%	10 3%	20 4%	13 2%	16 3%	14 3%	27 5% <sup>jk</sup>	-	-	-	-	1 1%	-	69 68%nopq rsuvwxy	-	-	-	-	-	7 2%	26 3%	6 3%
Belfast	63 3%	34 3%	29 3%	3 2%	8 2%	11 3%	13 3%	16 5% <sup>d</sup>	11 2%	28 5% <sup>l</sup>	16 3%	6 1%	13 3%	-	-	-	-	-	-	-	-	-	-	-	63 100%nopq rstuvwxy	12 3%	23 3%	7 3%
None of these	113 5%	49 5%	64 6%	11 5%	21 6%	10 3%	23 6%	15 5%	32 7% <sup>f</sup>	20 4%	27 5%	28 7%	38 7% <sup>j</sup>	12 7% <sup>ov</sup>	1 1%	8 3% <sup>v</sup>	4 2% <sup>v</sup>	12 7% <sup>ov</sup>	12 8% <sup>oqv</sup>	11 10% <sup>opq</sup>	27 14% <sup>nopq</sup>	-	16 6% <sup>v</sup>	10 6% <sup>v</sup>	-	20 5%	29 3%	5 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base



## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 24  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)	
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192	
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202	
Up to £7,000	(3.5)	78 4%	37 4%	41 4%	14 6%i	14 4%i	8 2%	21 6%i	18 6%i	4 1*	18 3%j	5 1%	54 11%jkl	12 7%qsx	5 5%	8 4%	2 1%	12 7%qs	2 1%	5 5%	5 3%	10 4%	12 4%	4 2%	1 2%	5 1%	12 1%	7 4%	
£7,001 to £14,000	(10.5)	242 12%	103 10%	140 13%	19 8%	29 8%	32 10%	48 13%	46 15%de	68 14%e	22 4%	57 10%j	28 7%	135 27%jkl	23 13%	14 17%su	34 15%su	23 14%u	23 13%	10 7%	18 17%sv	13 7%	25 9%	31 11%	20 11%	8 13%	20 5%	65 8%	14 7%
£14,001 to £21,000	(17.5)	372 18%	170 17%	202 19%	22 9%	41 11%	65 19%de	78 21%de	63 20%de	104 22%de	60 10%	112 19%j	67 16%j	134 26%jkl	31 18%	15 18%	44 19%	29 17%	33 18%	32 22%w	22 21%	41 21%w	49 18%	37 13%	32 18%	8 12%	53 14%	139 17%	34 17%
£21,001 to £28,000	(24.5)	374 18%	199 20%	175 16%	23 10%	60 17%d	64 19%dg	48 13%	66 21%dg	113 23%deg	90 16%	115 20%m	98 23%jm	71 14%	25 14%	23 27%nw	40 17%	37 22%y	36 20%y	29 20%y	16 16%	38 20%y	46 17%	42 15%	35 20%y	4 7%	67 18%	150 18%	28 14%
£28,001 to £34,000	(31)	322 15%	158 15%	164 15%	26 11%	64 18%	55 16%	68 18%dh	37 12%	72 15%	92 16%m	111 19%m	80 19%m	38 7%	37 21%p	12 15%	29 12%	27 16%	23 13%	27 18%	20 20%	31 16%	38 14%	39 17%	31 12%	7 21%B	79 16%	133 16%	22 11%
£34,001 to £41,000	(37.5)	172 8%	79 8%	92 9%	23 10%	31 9%	29 9%	30 8%	26 8%	33 7%	61 11%m	53 9%m	39 9%m	19 4%	12 7%	4 5%	17 7%	11 6%	18 10%	13 9%	8 8%	20 11%v	13 5%	32 11%v	15 9%	8 13%v	34 9%	77 9%	23 11%
£41,001 to £48,000	(44.5)	96 5%	44 4%	53 5%	13 6%	22 6%	11 3%	19 5%	12 4%	19 4%	32 6%m	31 5%m	25 6%m	8 2%	1 1%	3 4%	20 8%nqst	2 1%	8 5%n	3 2%	* 8%nqst	15 8%nqst	21 8%nqst	17 6%nqt	5 3%	1 2%	25 7%	44 5%	19 9%
£48,001 to £55,000	(51.5)	86 4%	48 5%	37 3%	14 6%i	23 6%i	18 5%i	11 3%	9 3%	10 2%	37 6%m	23 4%	18 4%	9 2%	6 4%	* 1%	10 4%	8 5%	5 3%	7 5%	* 7%ot	13 4%	10 3%	8 3%	12 6%ot	4 7%ot	21 6%	49 6%	14 7%
£55,001 to £62,000	(58.5)	38 2%	23 2%	15 1%	6 3%i	11 3%i	10 3%i	6 2%i	4 1%	1 *	18 3%m	12 2%m	5 1%	2 *	5 3%	1 1%	4 2%	1 1%	4 2%	1 1%	4 4%u	* 3%	1 2%	7 2%	5 1%	2 3%	9 3%	24 3%	7 3%
£62,001 to £69,000	(65.5)	37 2%	23 2%	14 1%	7 3%	8 2%	6 2%	4 1%	6 2%	5 1%	24 4%klm	6 1%	5 1%	2 *	2 1%	1 1%	3 1%	5 3%x	2 1%	3 2%	- *	1 2%	5 4%ux	11 -	- 7%np	5 2%	7 3%	22 3%	4 2%
£69,001 to £76,000	(72.5)	33 2%	20 2%	13 1%	5 2%	12 3%gh	3 1%	4 1%	1 *	7 1%	15 3%km	5 1%	12 3%km	1 *	2 1%	2 2%	- -	3 2%	1 1%	- -	1 1%	9 3%p	9 3%p	1 *	3 5%prt	5 1%	23 3%	6 3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base





## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 24  
**What is the combined annual income of your household, prior to tax being deducted?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202	
£76,001 to £83,000	(79.5)	27	18	9	6	8	4	7	2	-	21	4	1	-	2	-	2	-	6	-	1	5	6	1	1	5	21	2	
		1%	2%	1%	3%i	2%i	1%i	2%i	1%	-	4%klm	1%	*	-	1%	-	1%	-	4%r	-	1%	2%	2%	1%	2%	1%	2%		
£83,001 or more	(86)	44	27	17	15	10	9	5	4	1	34	5	5	-	3	1	4	6	2	1	3	2	9	9	3	2	16	23	3
		2%	3%	2%	6%ghi	3%i	3%i	1%i	1%	*	6%klm	1%	1%m	-	1%	1%	2%	3%	1%	3%	1%	3%	3%	2%	3%	4%	3%	2%	
Prefer not to answer	171	72	99	40	28	20	22	16	45	64	36	37	34	16	3	18	13	12	13	5	11	27	26	19	8	26	55	17	
		8%	7%	9%	17%efgh	8%	6%	6%	5%	9%	11%km	6%	7%	9%	4%	8%	8%	7%	9%	5%	6%	10%	9%	11%	12%	7%	7%	9%	
Average income (£000's)	29.44	30.98b	27.93	36.73f	34.34f	30.63h	27.71	25.83	25.44	39.96k	28.31m	30.69m	18.46	27.06	24.69	27.71	30.09o	26.36	30.43o	25.35	29.21o	32.24n	33.11n	28.18	37.12n	34.12	33.85	33.68	
				ghi	ghi	i				lm									t		opr	opr	opr	opr	opr	opr	opr	opr	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

## Weight Loss Survey

### ONLINE Fieldwork: 1st to 3rd November 2019

Absolutes/col percents

Table 25  
**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**  
**Base: All respondents**

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)		Private (B)
Unweighted base	2091	1027	1064	218	333	351	399	325	465	618	620	328	525	183	87	214	178	173	136	114	203	239	300	203	61	354	828	192
Weighted base	2091	1020	1071	232	362	335	370	309	483	571	588	425	508	176	85*	233	170	180	148	101*	195	274	284	180	63*	371	836	202
NET: Yes	463 22%	220 22%	243 23%	40 17%	54 15%	61 18%	90 24%e	80 26%def	138 29%def	95 17%	117 20%	75 18%	176 35%jkl	46 26%v	21 25%	57 25%v	42 25%v	40 22%	30 21%	36 36%rsu vw	38 20%	40 15%	57 20%	42 23%v	13 20%	55 15%	129 15%	57 28%
Yes - physical condition	294 14%	132 13%	162 15%	14 6%	25 7%	27 8%	53 14%def	64 21%def	111 23%def	67 12%	68 12%	48 11%	110 22%jkl	23 13%	14 16%	35 15%	22 13%	17 10%	21 14%	26 26%npq rsuvw	27 14%	27 10%	41 14%	30 17%v	10 16%	32 9%	65 8%	33 16%
Yes - mental condition	186 9%	76 7%	111 10%a	25 11%i	33 9%i	39 12%i	49 13%i	26 8%i	15 3%	32 6%	45 8%	25 6%	85 17%jkl	23 13%uvw	12 15%uvw	28 12%vw	17 10%v	21 11%vw	15 10%v	17 17%uvw	12 6%	9 3%	15 5%	13 7%	5 8%	25 7%	68 8%	26 13%
Yes - disability	149 7%	66 6%	82 8%	9 4%	15 4%	22 7%	25 7%	28 9%de	50 10%de	21 4%	31 5%	29 7%	68 13%jkl	14 8%	7 8%	15 7%	13 8%	10 6%	10 7%	14 14%rvx	16 8%	10 4%	21 7%	11 6%	7 11%v	10 3%	24 3%	15 7%
Yes - other	17 1%	9 1%	8 1%	1 1%	1 *	6 2%	2 1%	1 *	6 1%	2 *	3 *	1 *	11 2%jkl	3 2%	-	3 1%	-	2 1%	1 1%	3 3%quv	-	1 *	2 1%	1 1%	-	-	3 *	2 1%
No	1569 75%	776 76%	793 74%	185 80%i	290 80%ghi	268 80%ghi	267 72%	224 72%	336 70%	466 82%lm	460 78%lm	331 78%lm	313 62%	121 69%	62 73%	173 74%	122 71%	134 74%	114 77%t	65 64%	146 75%	224 82%nqt	220 77%t	138 76%t	50 80%	303 82%	692 83%	141 70%
Prefer not to say	59 3%	24 2%	35 3%	8 3%	18 5%fi	5 2%	13 3%	6 2%	9 2%	9 2%	11 2%	19 4%j	20 4%j	9 5%ptx	2 2%	3 1%	7 4%	6 4%	4 2%	-	10 5%ptx	9 3%	7 2%	1 1%	-	14 4%	14 2%	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base

