

Actions & Interventions for weight loss

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Q5. Actions taken to lose weight (of those trying to lose weight)

Of those trying to lose weight, the main actions taken are dieting (reducing food intake), exercising more and eating more healthily.

- Men who are trying to lose weight are more likely than women to say they are drinking fewer sugary drinks and less alcohol as actions to achieve this.
- Under 35's who are trying to lose weight are more likely than those over 50 to say they are exercising more.
- People in medium-income households are more likely to say they are dieting more to try to lose weight.

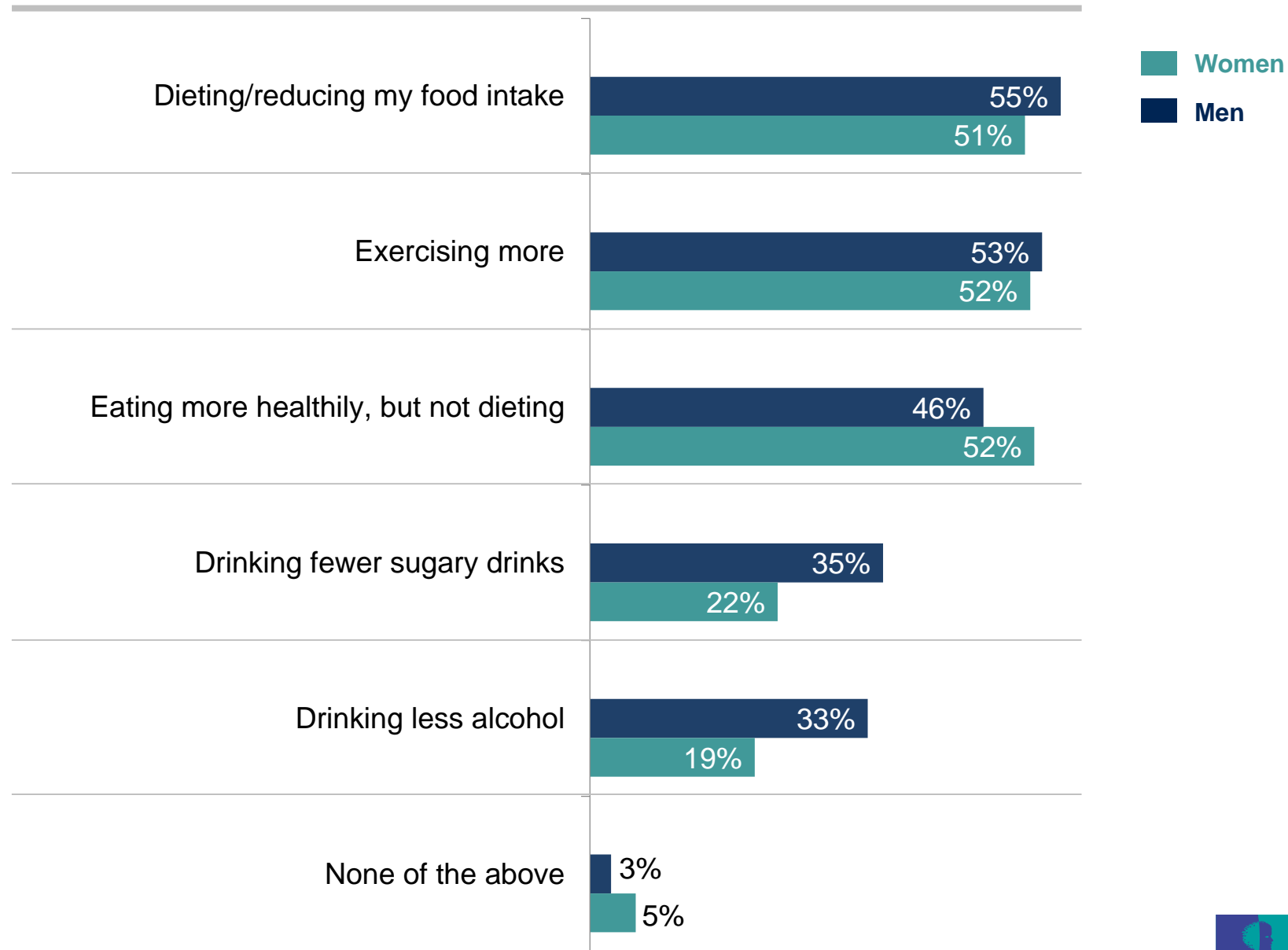
Q5.

You've told us you're trying to lose weight, what actions are you taking?

Of those trying to lose weight, the main actions taken are dieting (reducing food intake), exercising more and eating more healthily.

Men who are trying to lose weight are more likely than women to say they are drinking fewer sugary drinks and less alcohol as actions to achieve this.

UK – by gender



Base: those trying to lose weight – 469 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

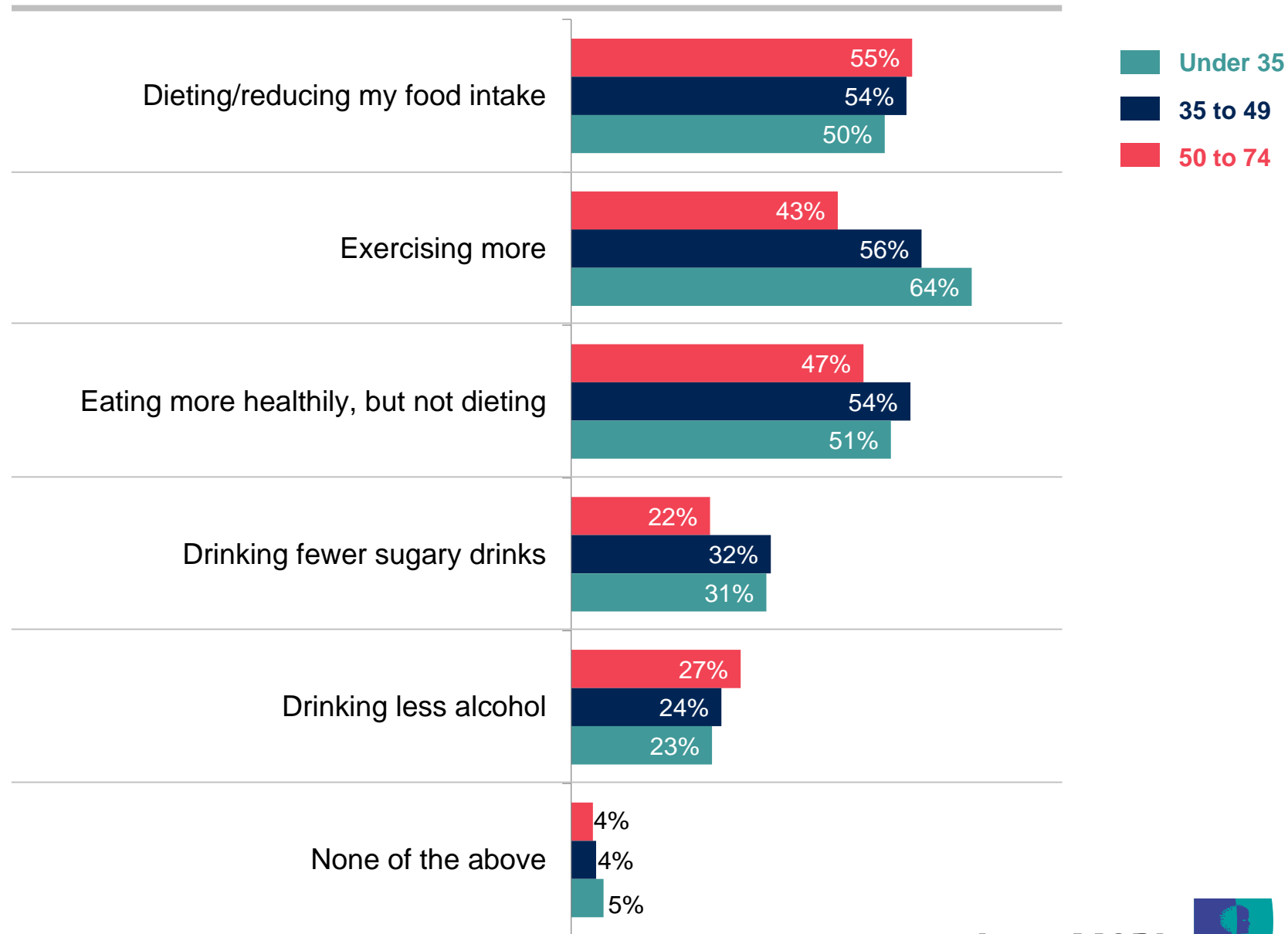
Q5.

You've told us you're trying to lose weight, what actions are you taking?

Exercising more, dieting and eating healthy are the three most mentioned actions to lose weight among all age groups.

Under 35's who are trying to lose weight are more likely than those over 50 to say they are exercising more.

UK – by age



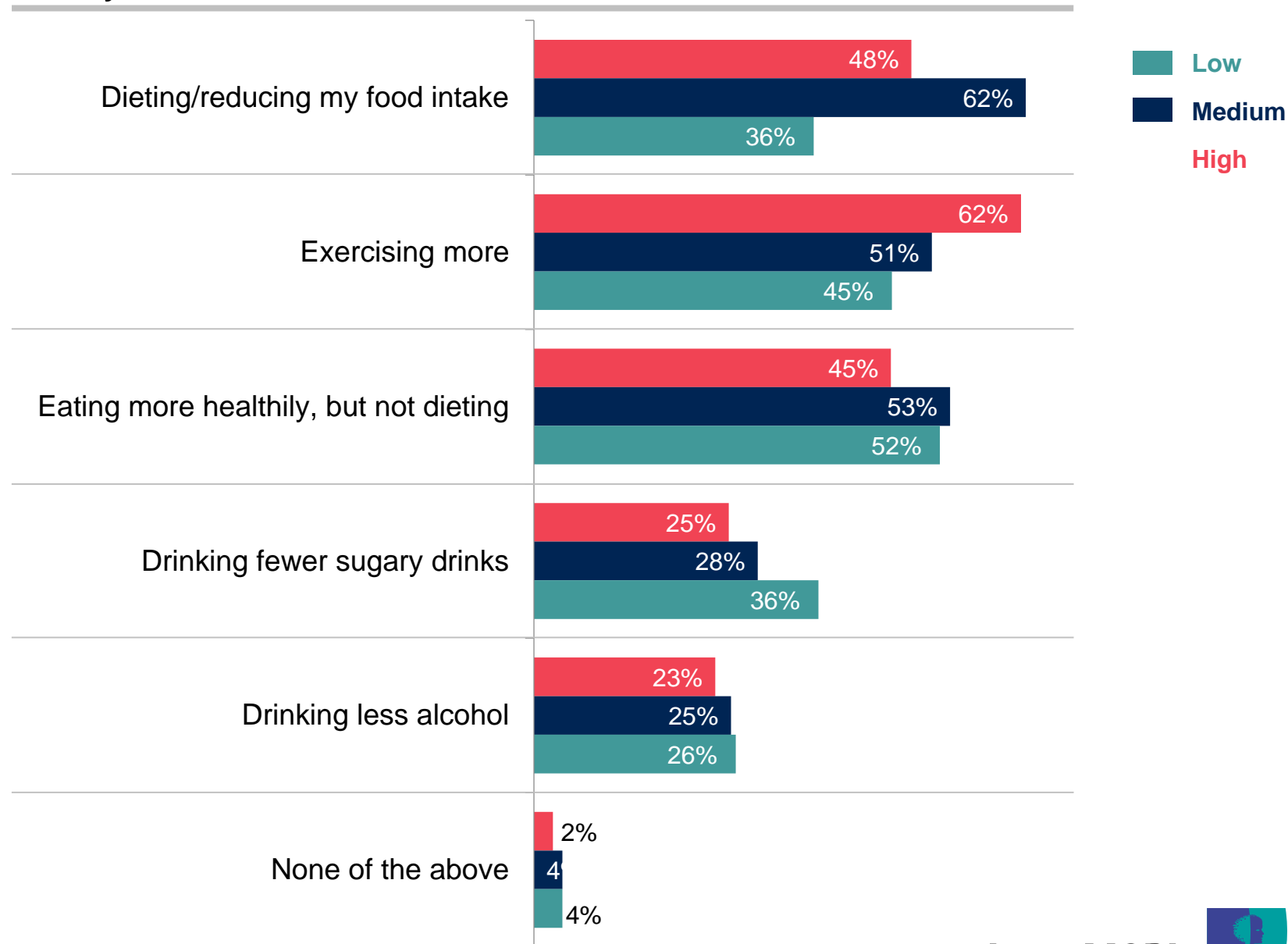
Q5.

You've told us you're trying to lose weight, what actions are you taking?

Exercising more, eating more healthily and dieting are the top three cited methods of trying to lose weight in all three income brackets.

People in medium-income households are more likely to say they are dieting more to try to lose weight.

UK – by income level



Q6. Foods reduced to lose weight

In the UK, reducing / eliminating sugar and calories are identified as the top food-related strategies for weight loss. This is the case among both those who are not currently trying to lose weight, and those who are.

Among those not currently trying to lose weight...

- Men would also be more likely than women to say they would reduce / eliminate processed foods.
- Those aged 35-49 would be more likely than other ages to say they would reduce / eliminate calories and alcohol.
- Those on medium and higher incomes would be more likely than those on lower incomes to reduce / eliminate sugar and calories. Those on lower incomes are more likely than others to say they would reduce / eliminate carbohydrates.

Among those currently trying to lose weight...

- Men are more likely than women to say they would reduce / eliminate calories, saturated fats and alcohol, while women are more likely to say they would reduce / eliminate processed foods.
- Those aged 35-49 are more likely to say they would reduce / eliminate alcohol, while those aged 50-74 are more likely to say they would reduce / eliminate processed foods, saturated fats and carbohydrates.
- For those trying to lose weight in the low and medium income brackets, sugar is most likely to be reduced / eliminated. Those on lower incomes are also more likely to say they would reduce saturated fats and meat, and less likely than other groups to reduce carbohydrates and alcohol.

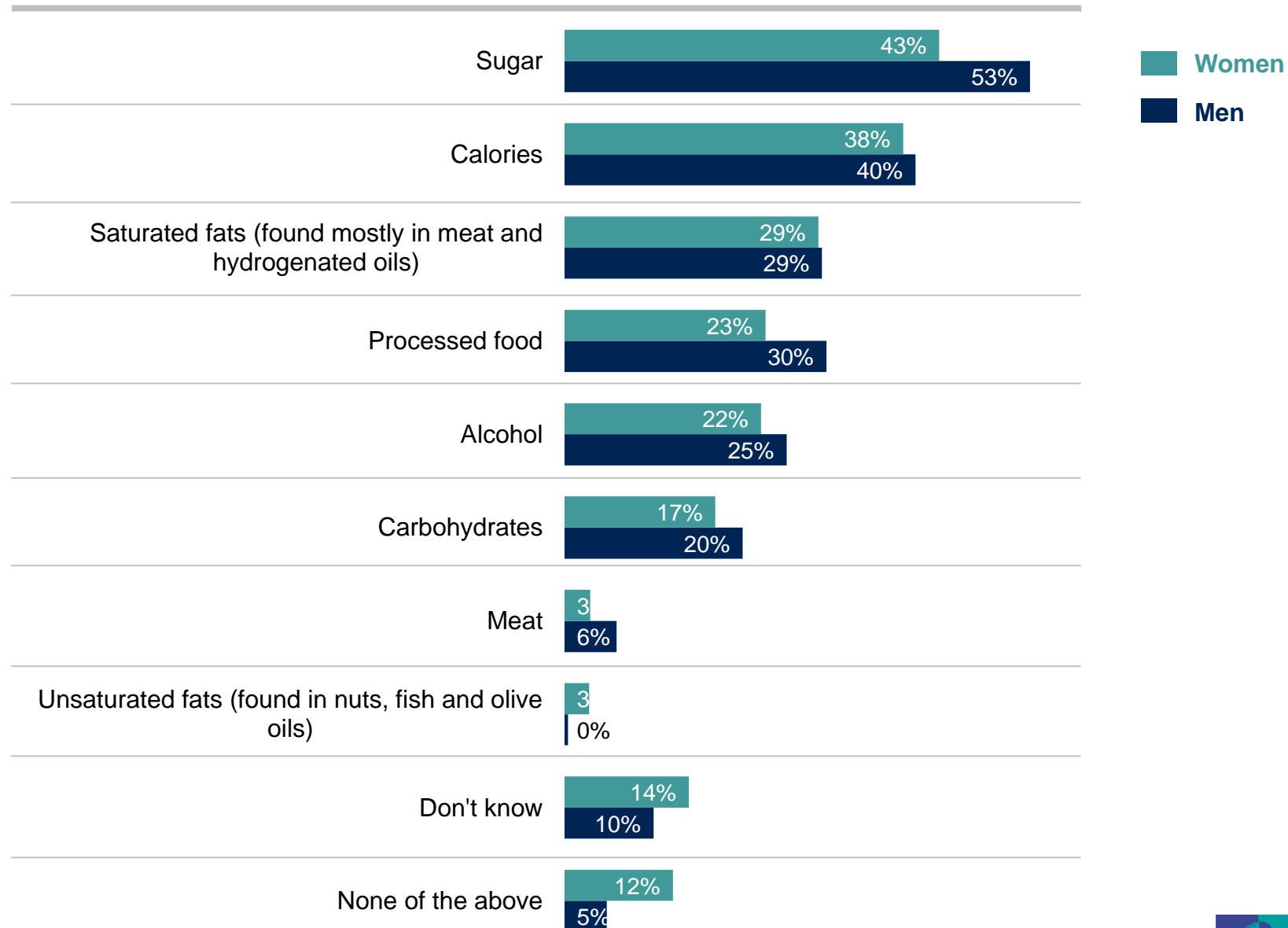
Q6a.

If you were trying to lose weight, which two or three of the following, if any, would you be looking to reduce or eliminate to help with your weight loss?

If they were trying to lose weight, men would be even more likely than women to reduce sugar intake, although both men and women would be most likely to do this overall.

Men would also be more likely than women to say they would reduce / eliminate processed foods.

UK – by gender



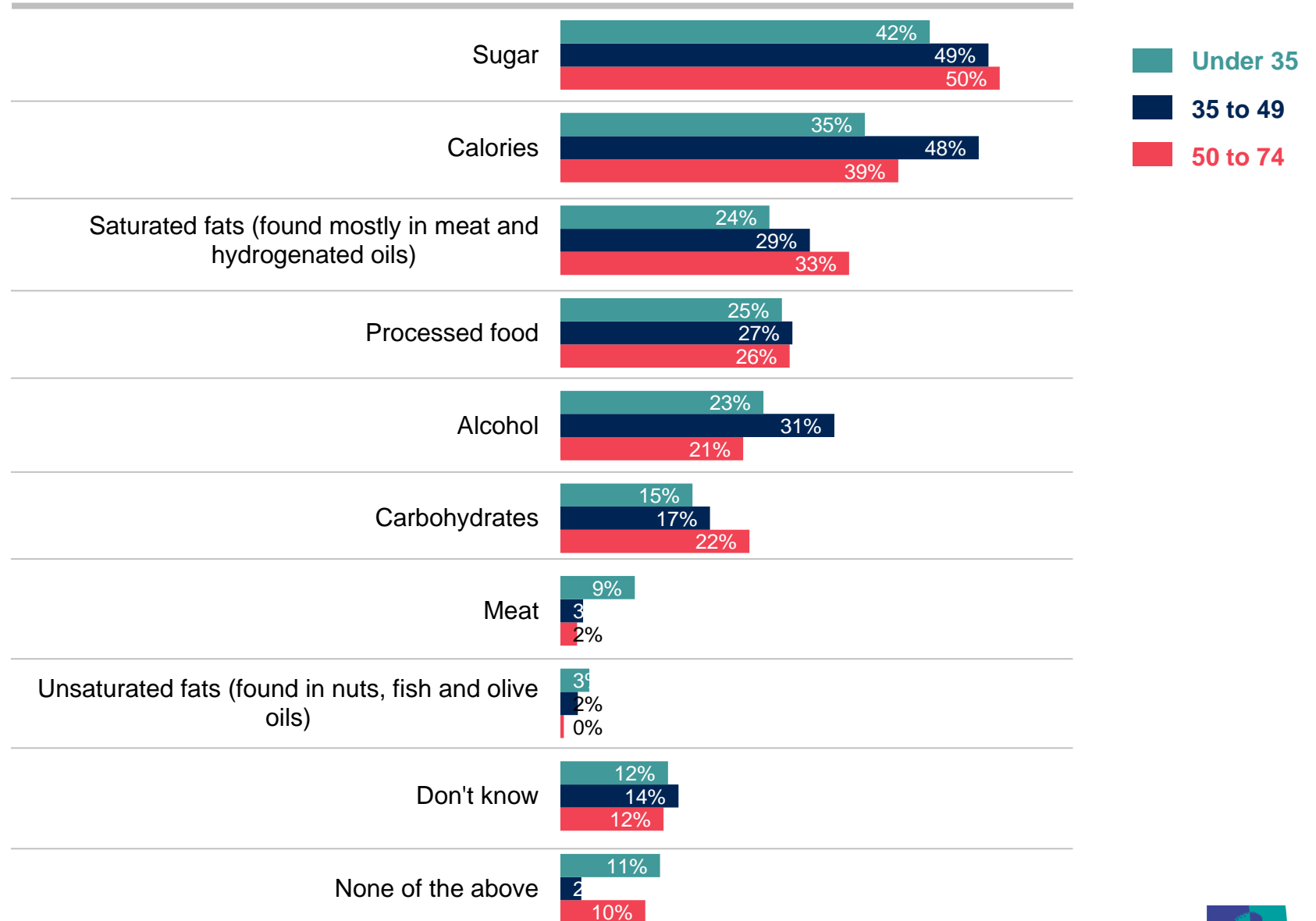
Q6a.

If you were trying to lose weight, which two or three of the following, if any, would you be looking to reduce or eliminate to help with your weight loss?

If they were trying to lose weight, all age groups would be most likely to reduce / eliminate sugar.

Those aged 35-49 would be more likely than other ages to say they would reduce / eliminate calories and alcohol.

UK – by age



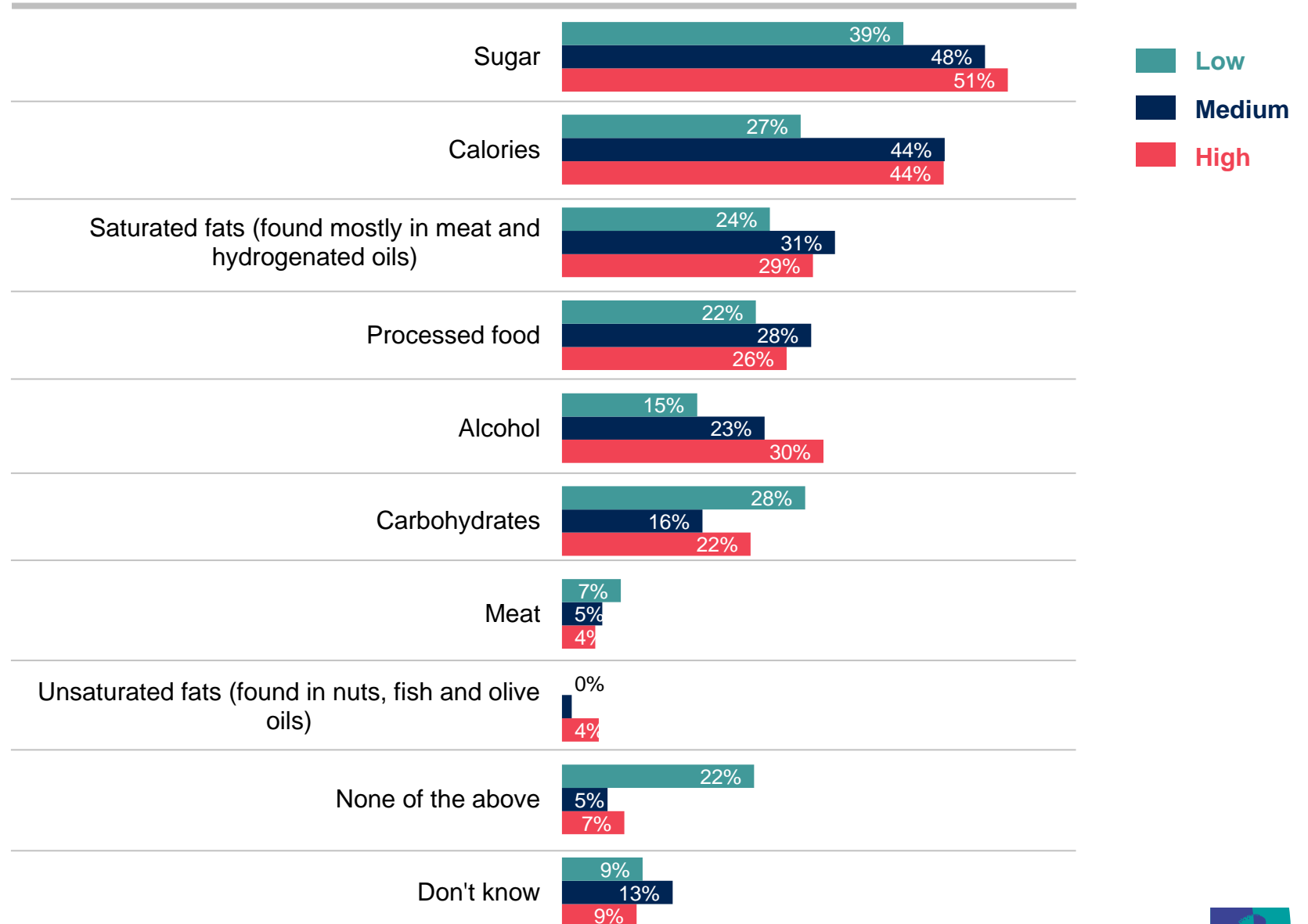
Q6a.

If you were trying to lose weight, which two or three of the following, if any, would you be looking to reduce or eliminate to help with your weight loss?

If they were trying to lose weight, those in all income levels groups would be most likely to reduce / eliminate sugar.

Those on medium and higher incomes would be more likely than those on lower incomes to reduce / eliminate sugar and calories. Those on lower incomes are more likely than others to say they would reduce / eliminate carbohydrates.

UK – by income level



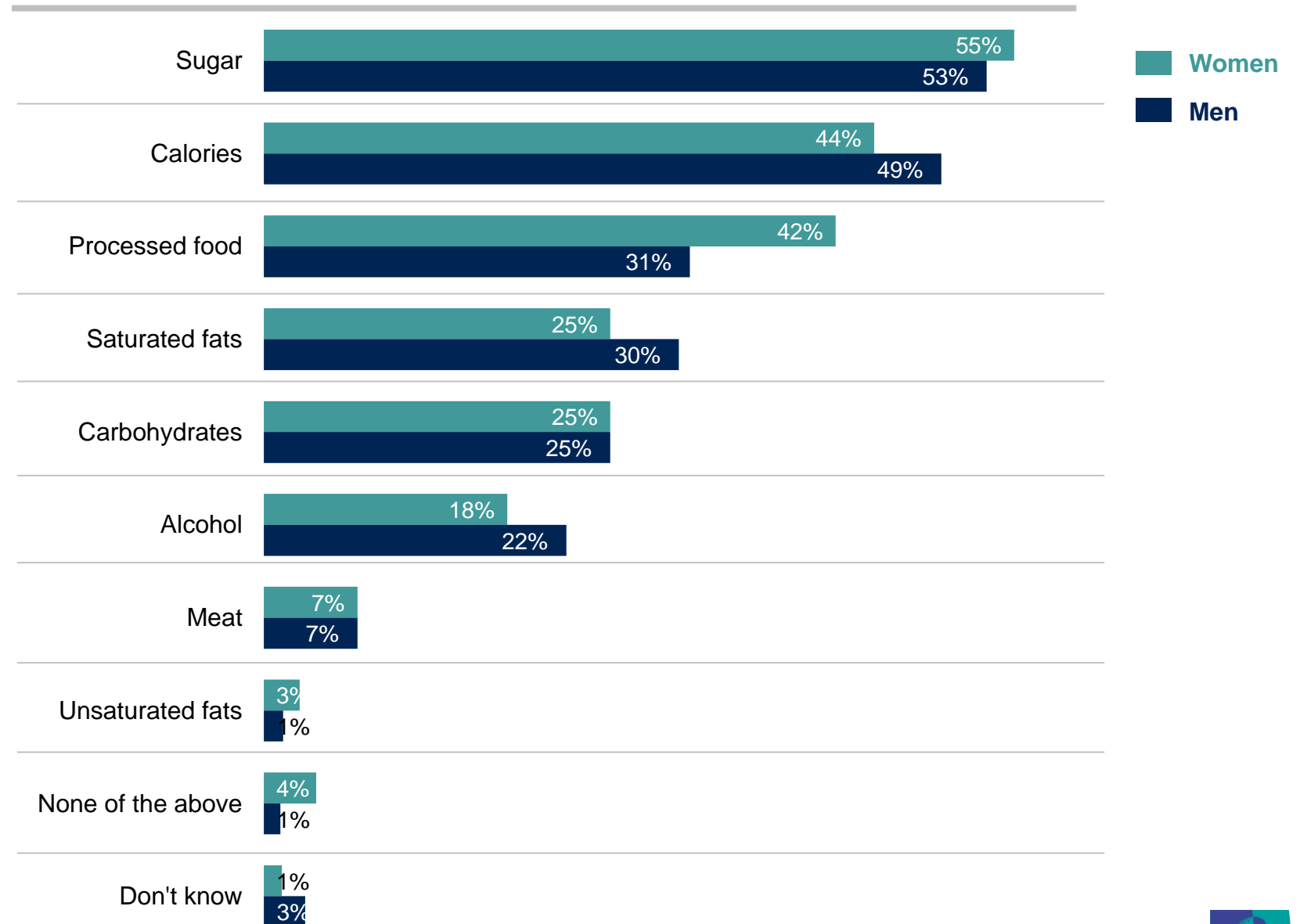
Q6b.

Which two or three of the following, if any, are you trying to reduce or eliminate to help with your weight loss?

Both men and women trying to lose weight agree that reducing or eliminating sugar is the top priority to help with weight loss.

Men are more likely than women to say they would reduce / eliminate calories, saturated fats and alcohol, while women are more likely to say they would reduce / eliminate processed foods.

UK – by gender



Base: those trying to lose weight – 469 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

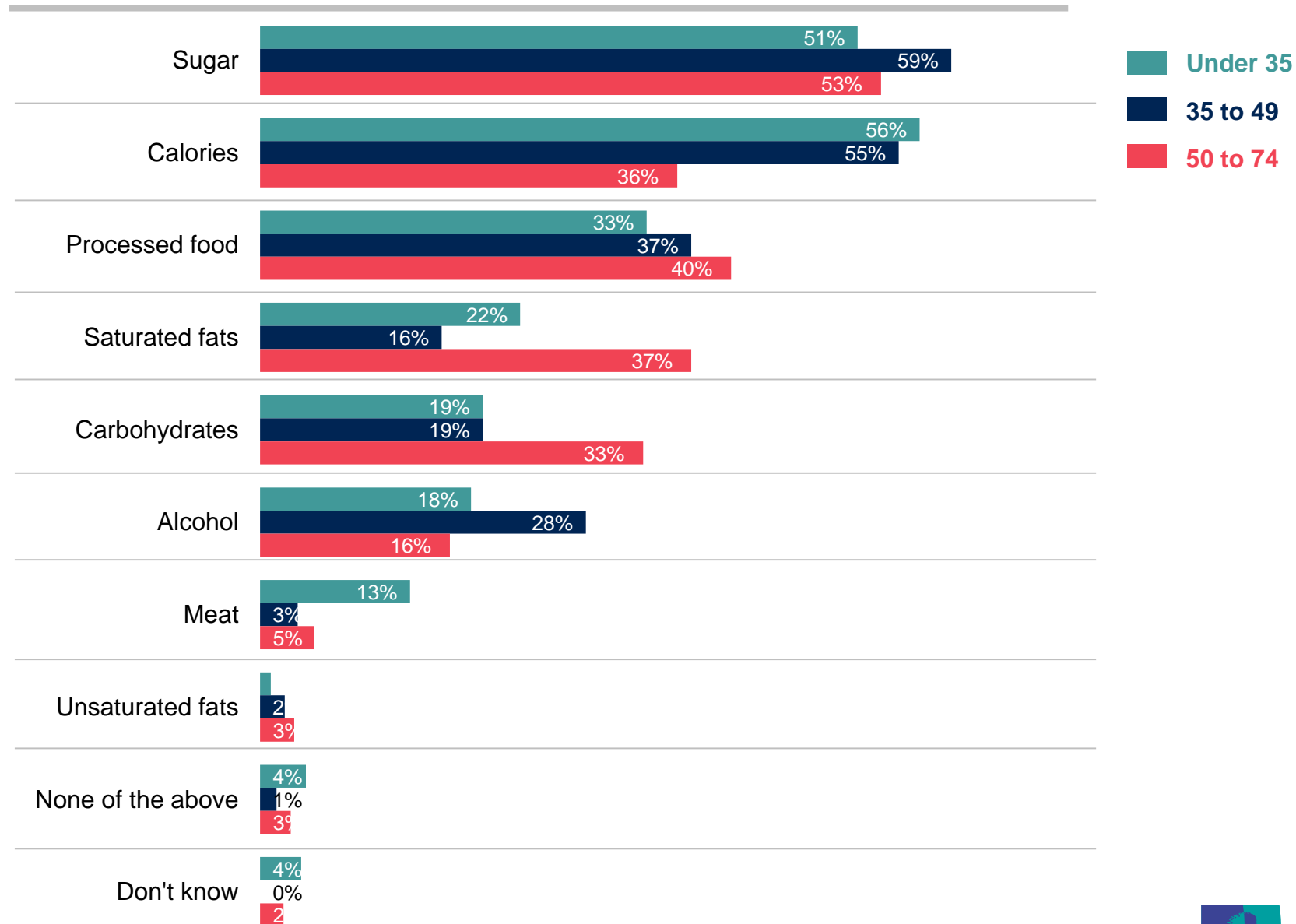
Q6b.

Which two or three of the following, if any, are you trying to reduce or eliminate to help with your weight loss?

For the middle and oldest age brackets, sugar is the most commonly selected to aid with weight loss. For those under 25, calories are the most popular choice.

Those aged 35-49 are more likely to say they would reduce / eliminate alcohol, while those aged 50-74 are more likely to say they would reduce / eliminate processed foods, saturated fats and carbohydrates.

UK – by age



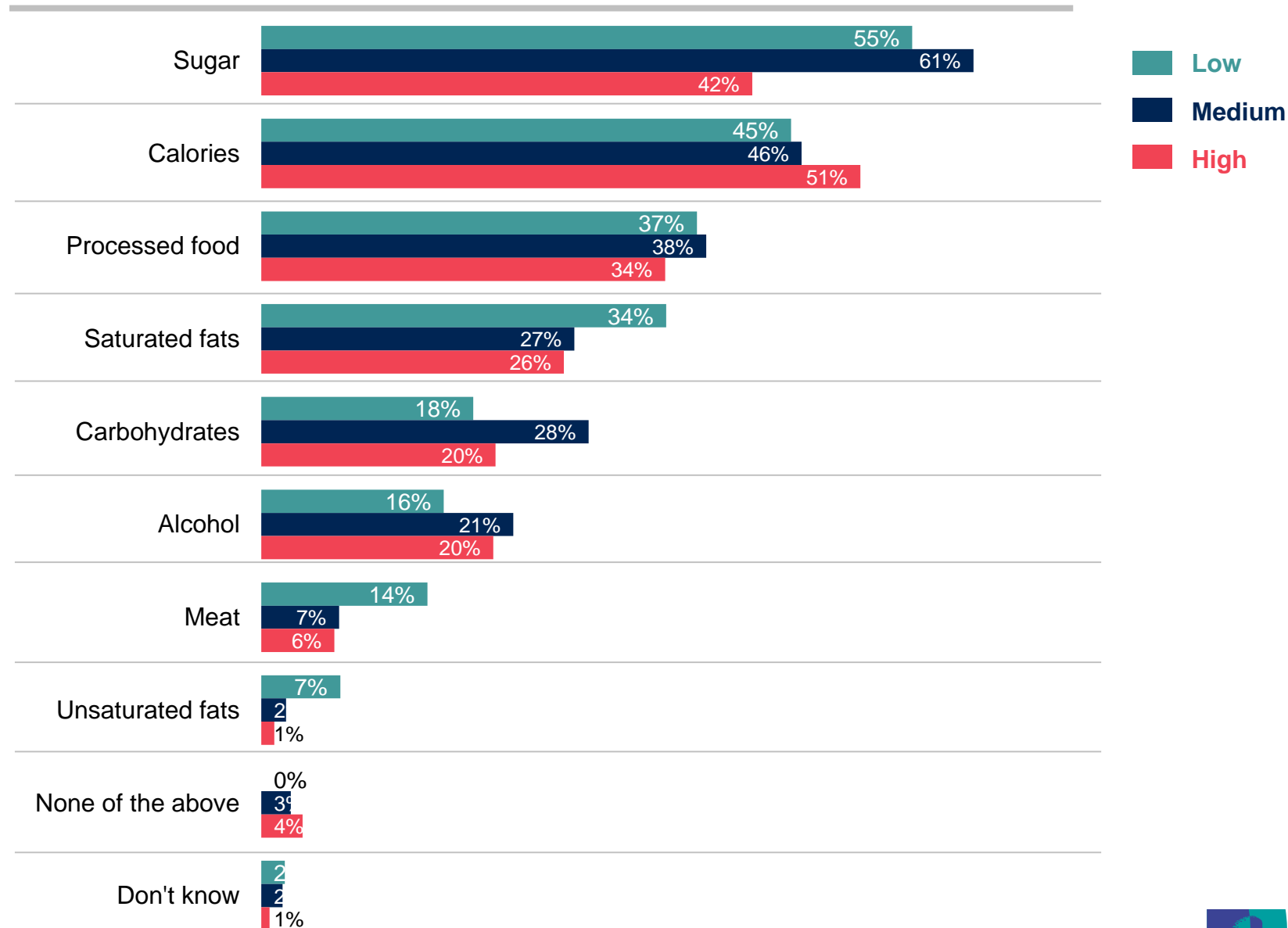
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Which two or three of the following, if any, are you trying to reduce or eliminate to help with your weight loss?

For those trying to lose weight in the low and medium income brackets, sugar is most likely to be reduced / eliminated.

Those on lower incomes are also more likely to say they would reduce saturated fats and meat, and less likely than other groups to reduce carbohydrates and alcohol.

UK – by income level



Q7. What can companies and governments do to aid weight loss?

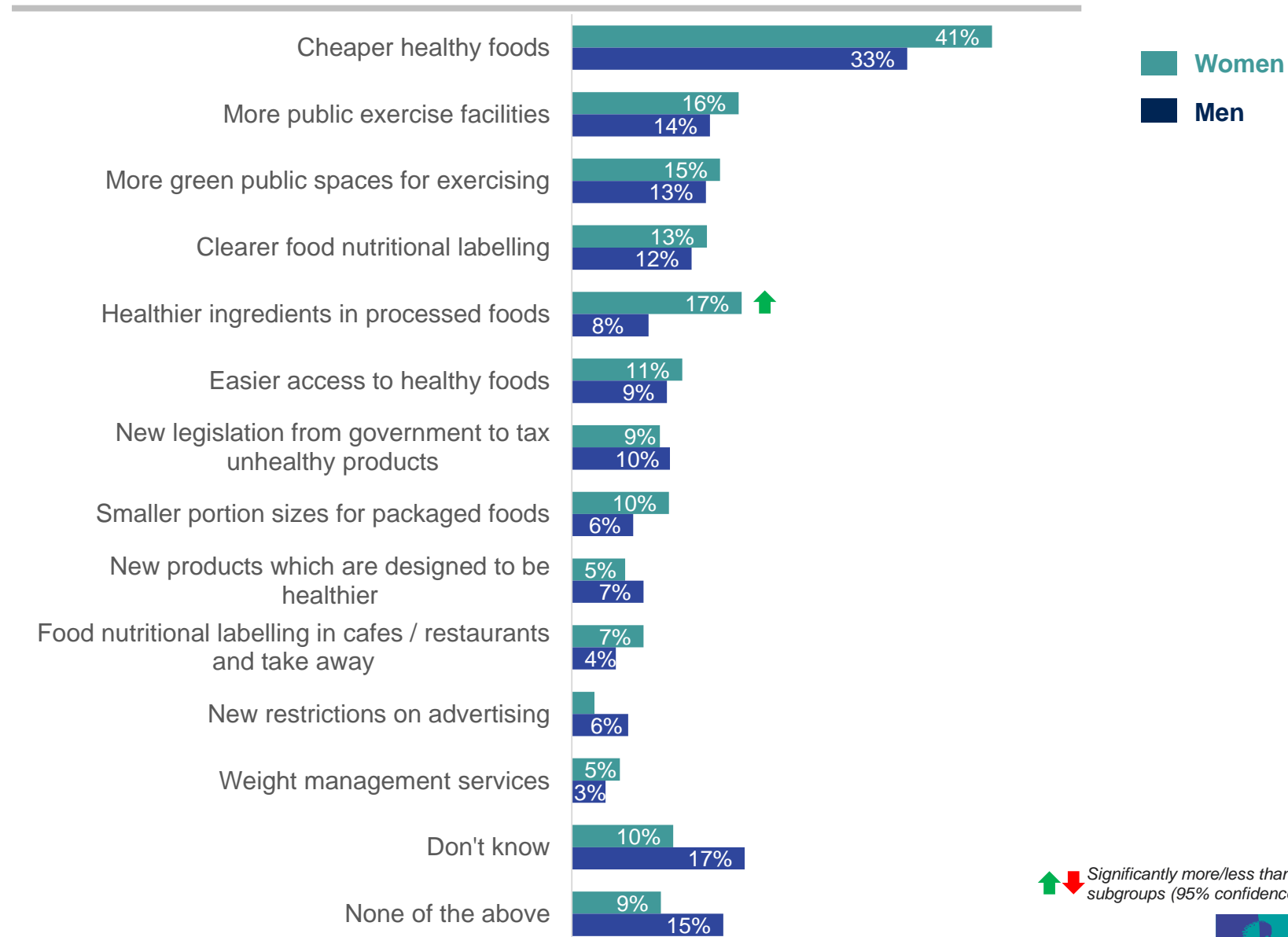
In the UK, people are most likely to identify cheaper healthy foods as the way that companies and governments could do that would most likely help with people's weight loss. This is the case among both those who are not currently trying to lose weight, and those who are, and across all demographic groups.

Q7a.

Still thinking about if you were trying to lose weight, here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Cheaper healthy food is thought to be the best way for companies and governments to help people lose weight.

UK – by gender



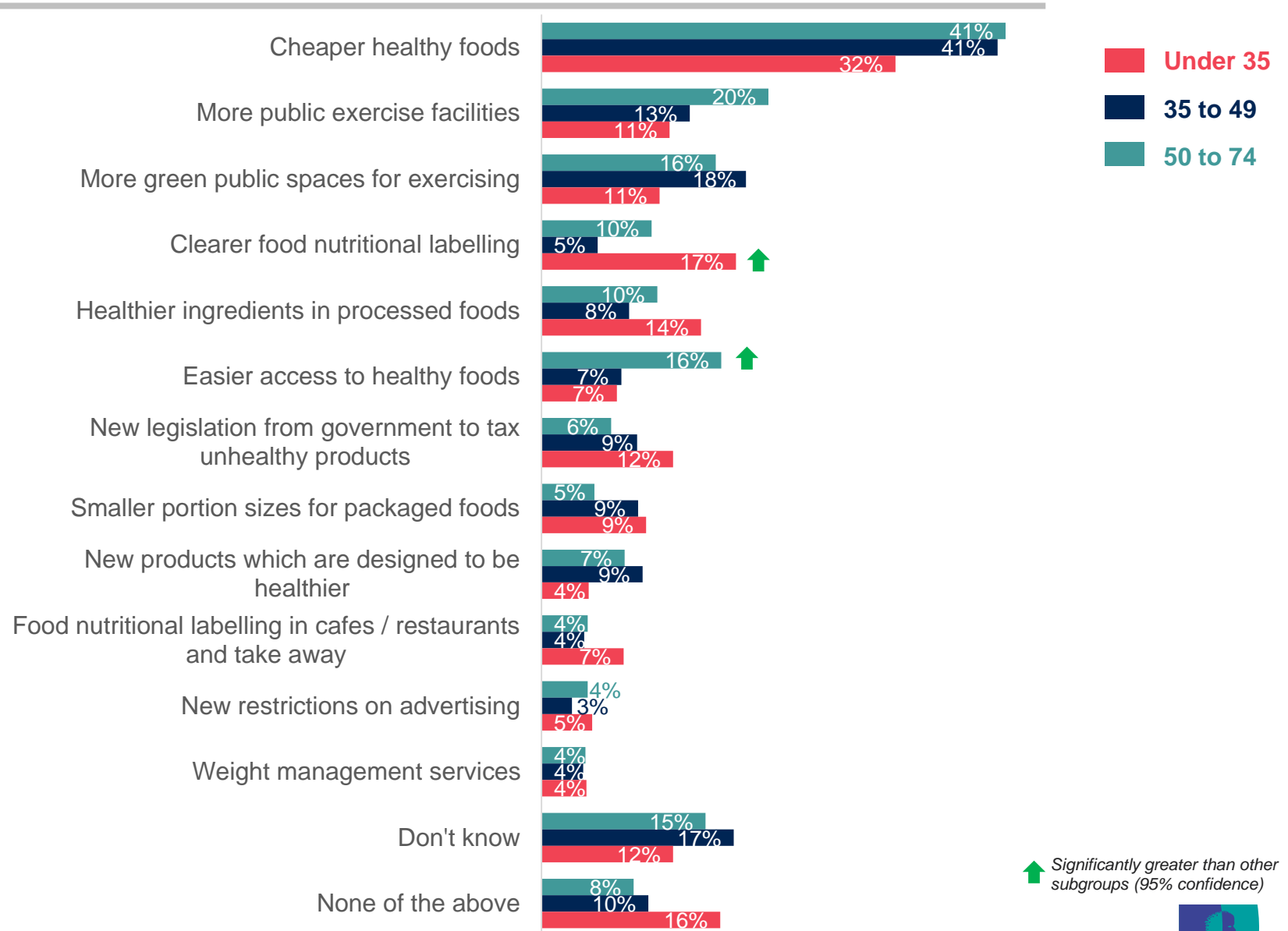
↑ ↓ Significantly more/less than other subgroups (95% confidence)

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UK – by age



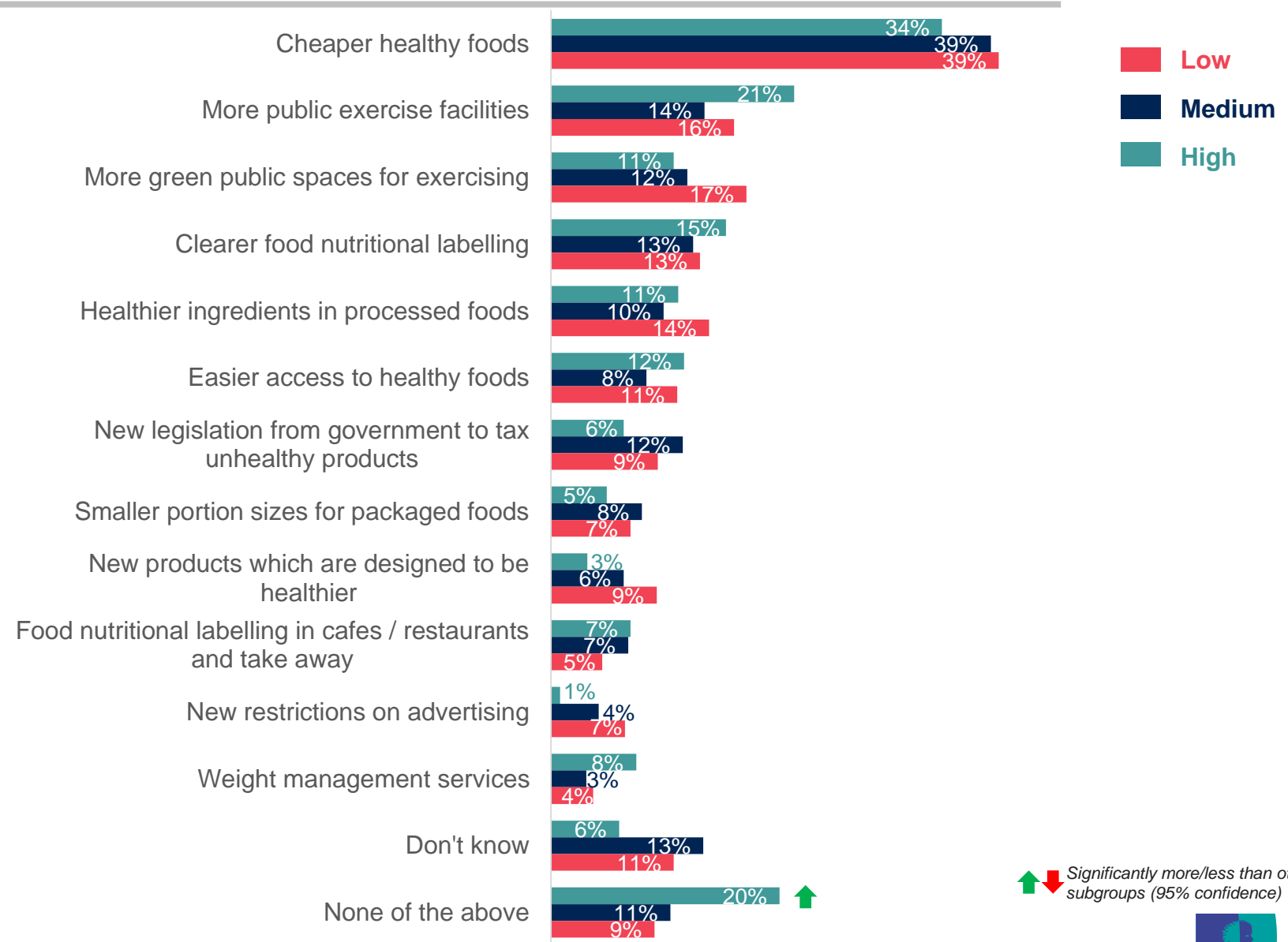
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UK – by income level



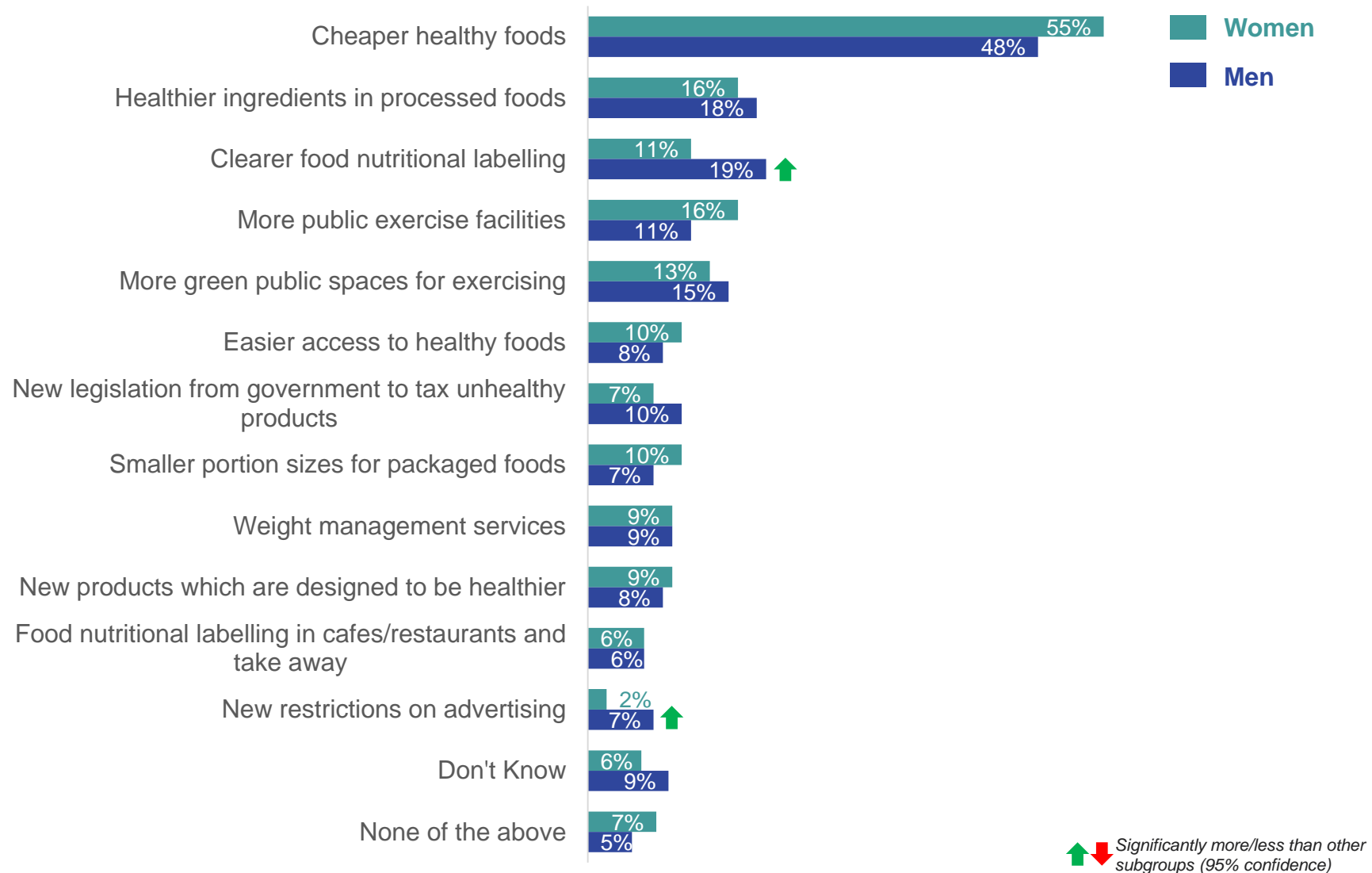
Base: those not trying to lose weight – 571 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

Q7b.

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

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UK – by gender

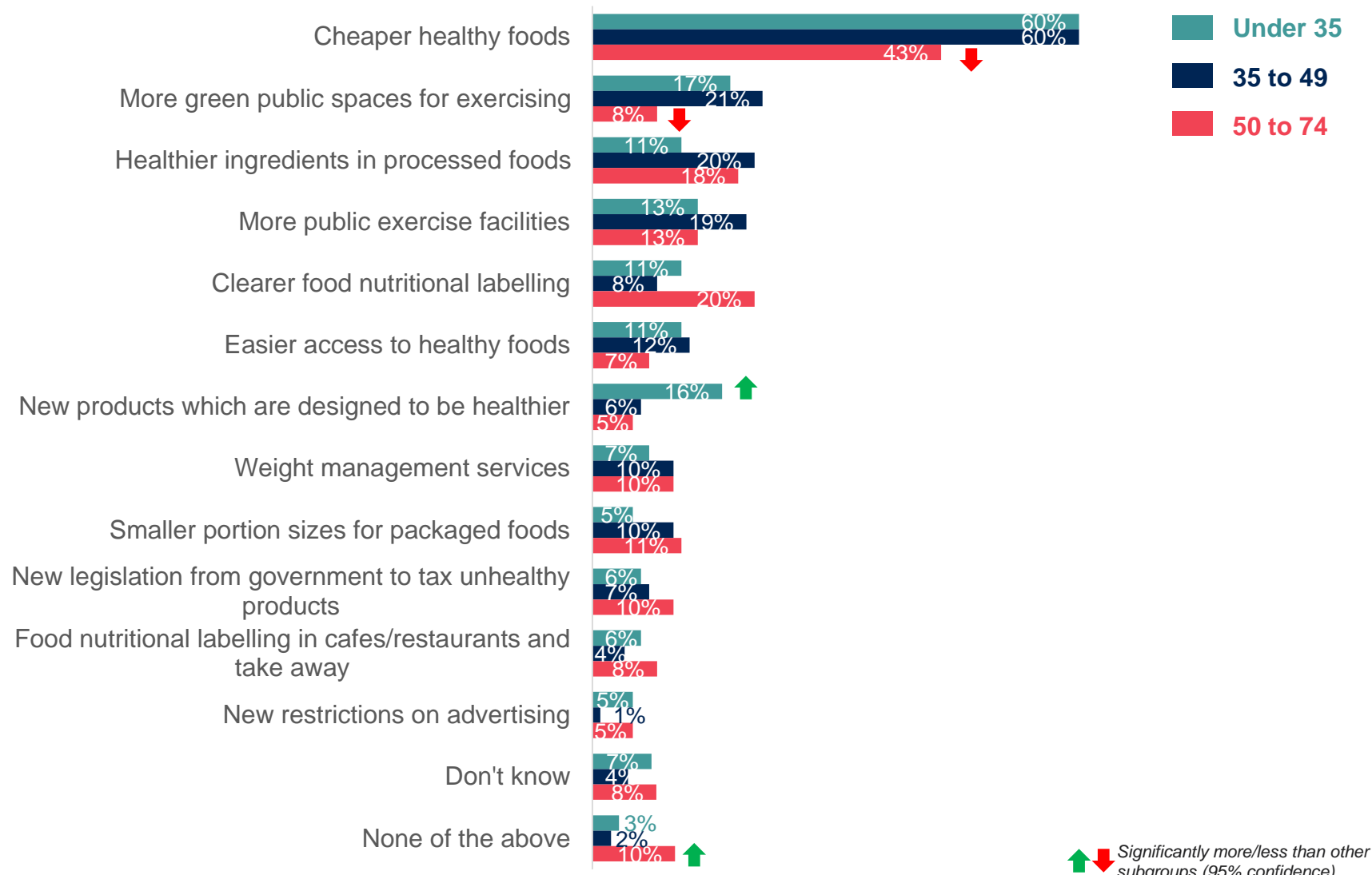


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UK – by age

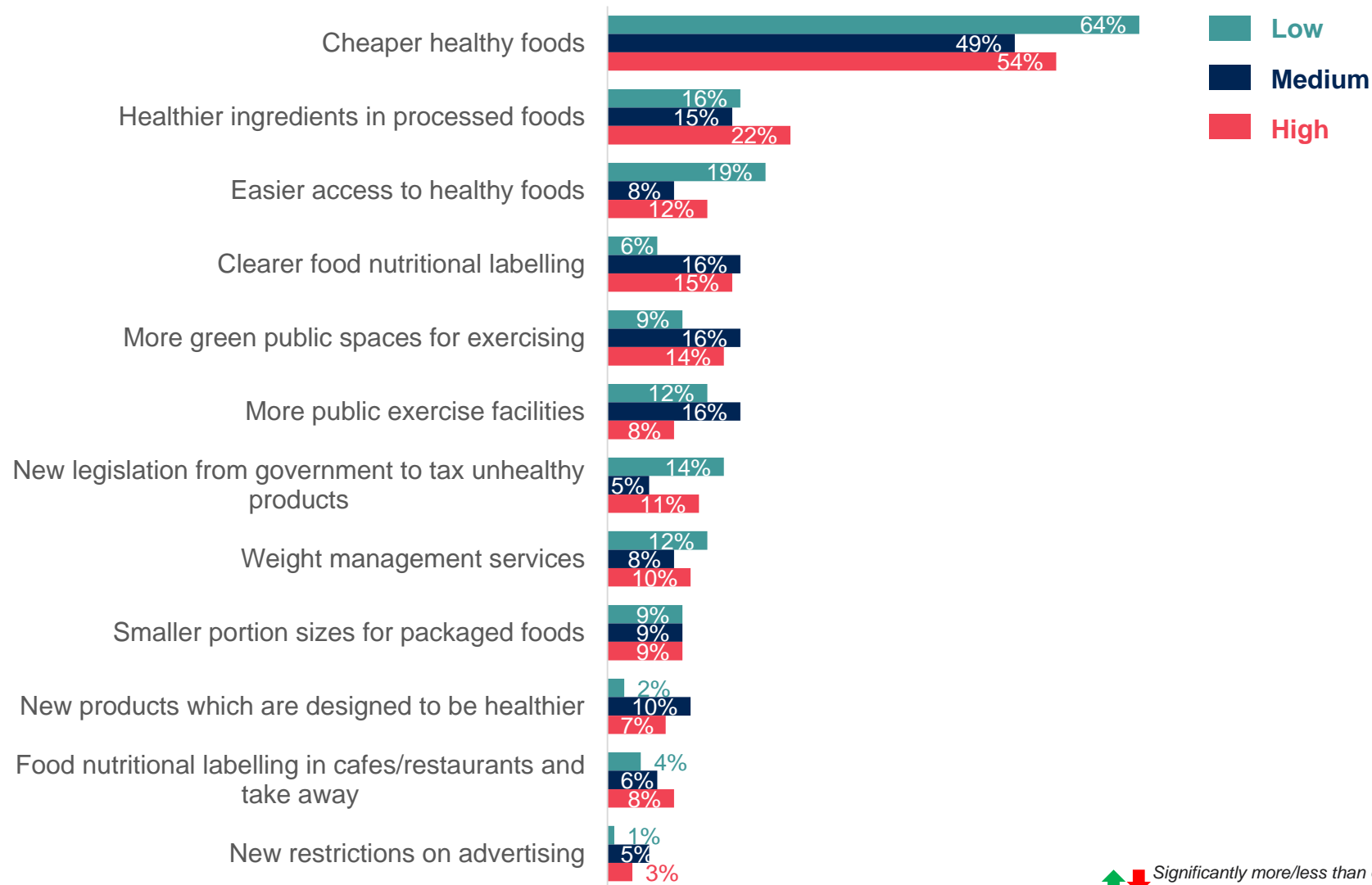


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UK – by income



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Q8. Earlier, you said that you gained weight during the COVID-19 pandemic. Roughly, how much did you gain?

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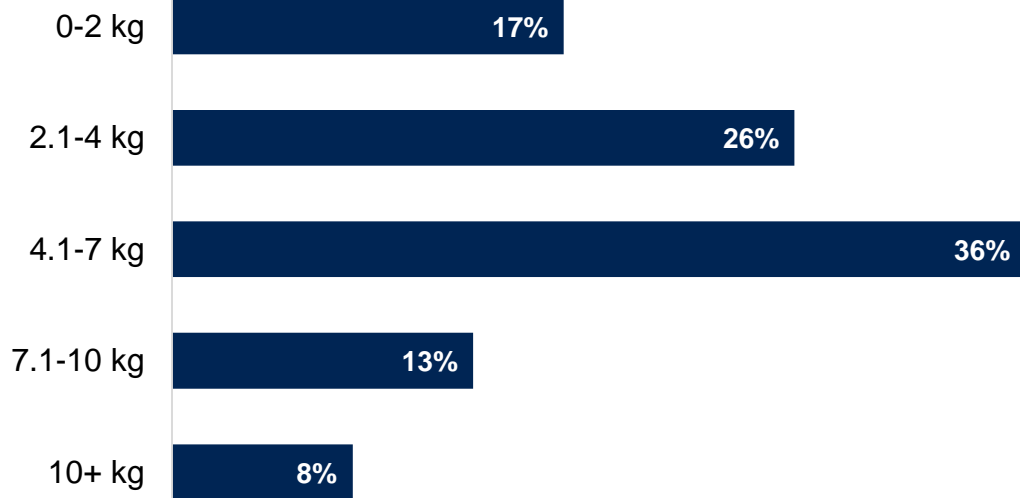
UK – overall

Gained weight 32%

Average weight gained

5.4 kg

Weight gained



Q1. Base: 1000 online adults aged 16-74 across the UK, October 23rd- November 6th 2020
Q8. Base: 313 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

Technical note

- The data for this research was collected via Ipsos Global Advisor from October 23rd to November 6th, 2020. In total 22,008 interviews were conducted between October 23rd and November 6th 2020 among adult consumers.
- The survey was conducted in 30 markets around the world via the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hong Kong, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, Sweden, Turkey and the United States.
- The samples in some markets (e.g., Brazil, mainland China or India) are more urban, more educated, and/or more affluent than the general population. The survey results for such markets should be viewed as reflecting the views of the more “connected” segment of their population.
- The data is weighted so each country’s sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total “global” sample.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- UK data for Q8 were subject to individual editing decisions