

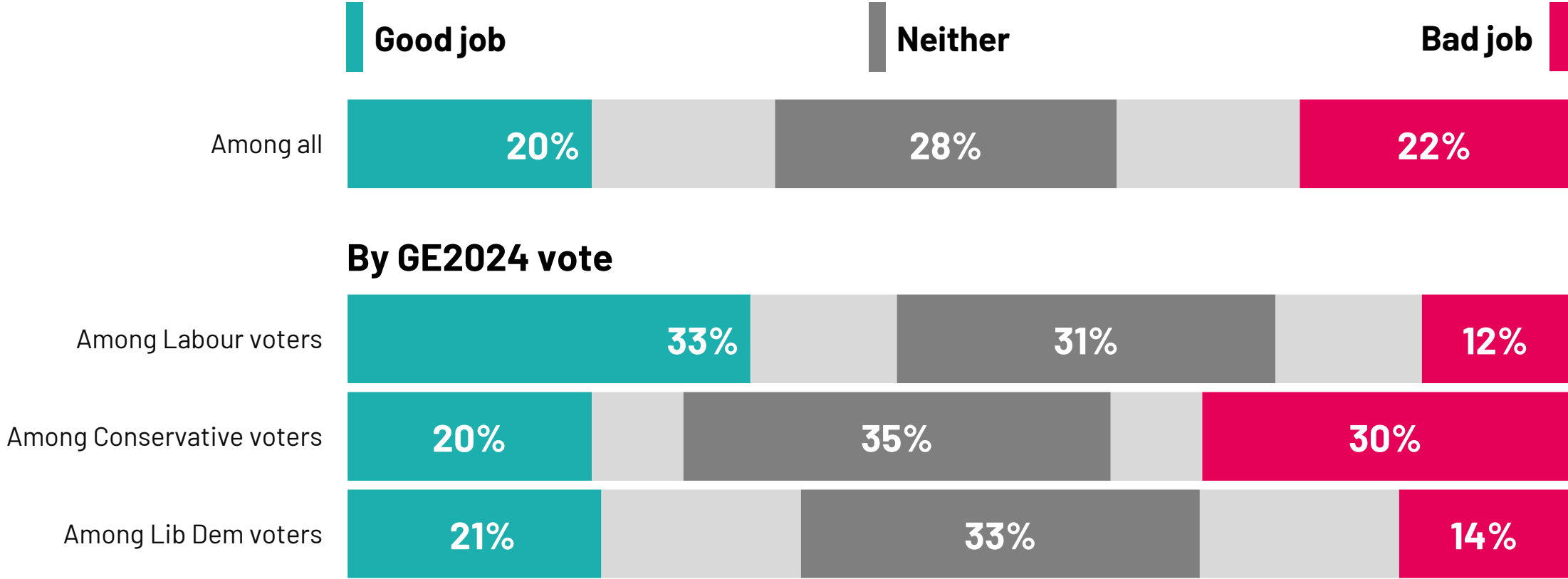
Ipsos Public attitudes toward weight loss injections

October 2024



The public lacks a strong opinion on Wes Streeting’s performance as Secretary of State for Health and Social Care

To what extent, if at all, do you think Wes Streeting has been doing a good or bad job in his role as the Secretary of State for Health and Social Care?

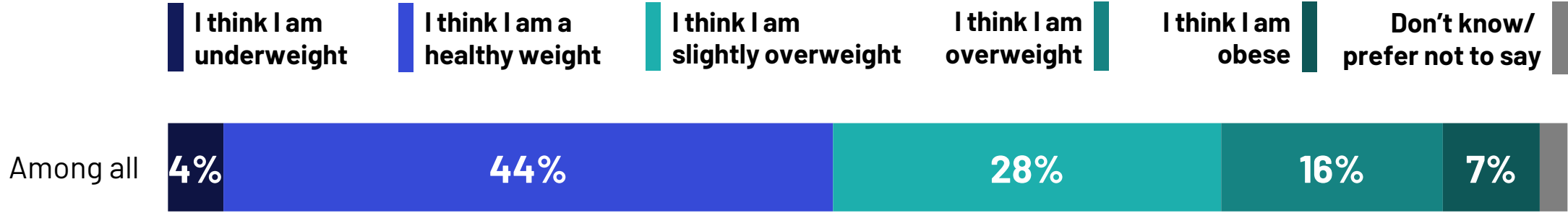


Base: 1,076 Online British adults aged 18-75, including (368) 2024 Labour voters, (143) 2024 Conservative voters and (102) 2024 Lib Dem voters, 25-28 October 2024

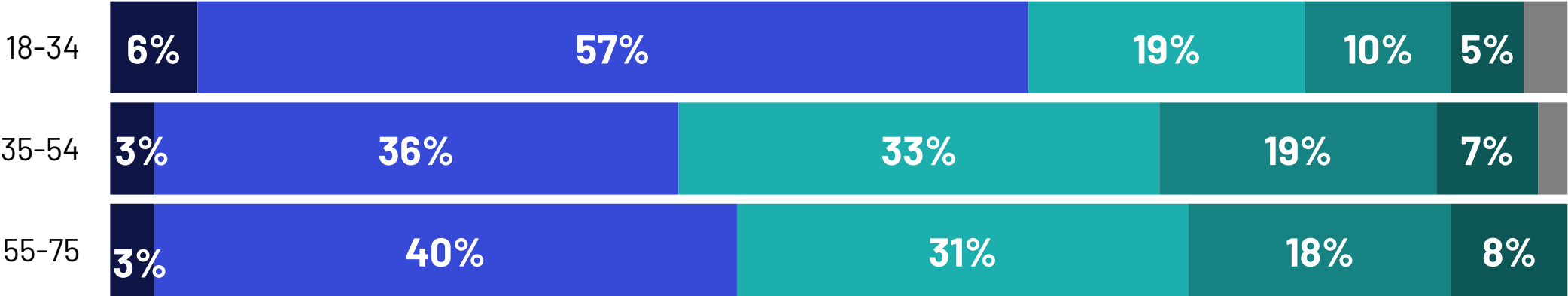


Half of Britons think they are overweight or obese

Which of the following statements best describes you?



By age

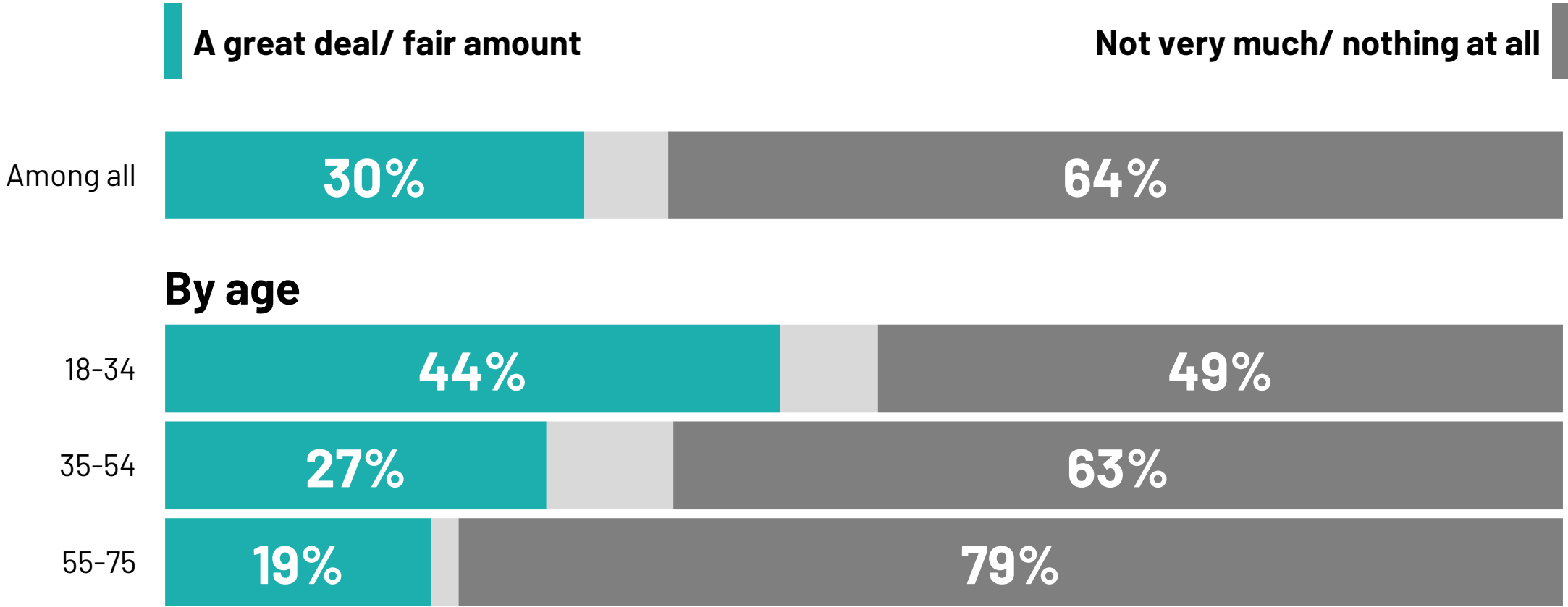


Base: 1,076 Online British adults aged 18-75, including (331) 18-34-year-olds, (398) 35-54-year-olds, and (347) 55-75-year-olds, 25-28 October 2024



3 in 10 Britons have heard about weight loss injections, with knowledge decreasing with age

Before today, how much would you say you knew about weight loss injections?



Base: 1,076 Online British adults aged 18-75, including (331) 18-34-year-olds, (398) 35-54-year-olds, and (347) 55-75-year-olds, 25-28 October 2024



Around 1 in 7 have personally taken a weight loss injection, or have friends or family who have done so

Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?

Overall



Yes – me personally (4%)
Yes – friends and family (12%)

By age

18-44



Yes – me personally (7%)
Yes – friends and family (18%)

45-75



Yes – me personally (2%)
Yes – friends and family (6%)

Base: 1,076 Online British adults aged 18-75, including (520) 18-44-year-olds and (556) 45-75-year-olds, 25-28 October 2024

* Note that % me personally and % friends and family do not sum to % yes, as participants could select both



As would be expected, people who consider themselves to be overweight or obese are more likely to have personally taken the injections for weight loss

Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro? Only say yes if the primary aim is for weight loss rather than for diabetes management.

Overall

By self-reported weight

* Please treat results with caution as they are based on a small number of participants (69)



Underweight / healthy weight



Overweight



Obese*



Base: 1,076 Online British adults aged 18-75, including (481) healthy weight, (469) slightly/overweight, and (69) obese, 25-28 October 2024

The public are divided as to whether the NHS should be offering weight loss injections to people who are obese – support increases with self-reported weight

Spending on obesity related diseases is estimated to cost the NHS £6.5 billion per year. Since March 2023, the NHS has been able to provide some weight loss injections to people who are obese. Which of the following statements comes closest to your view?

The NHS should be offering weight loss injections to people who are obese, even if there is an immediate cost to the NHS

The NHS should not be offering weight loss injections to people who are obese, even if this means that people stay obese

Among all



By self-reported weight

Healthy weight



Slightly/overweight



Obese*



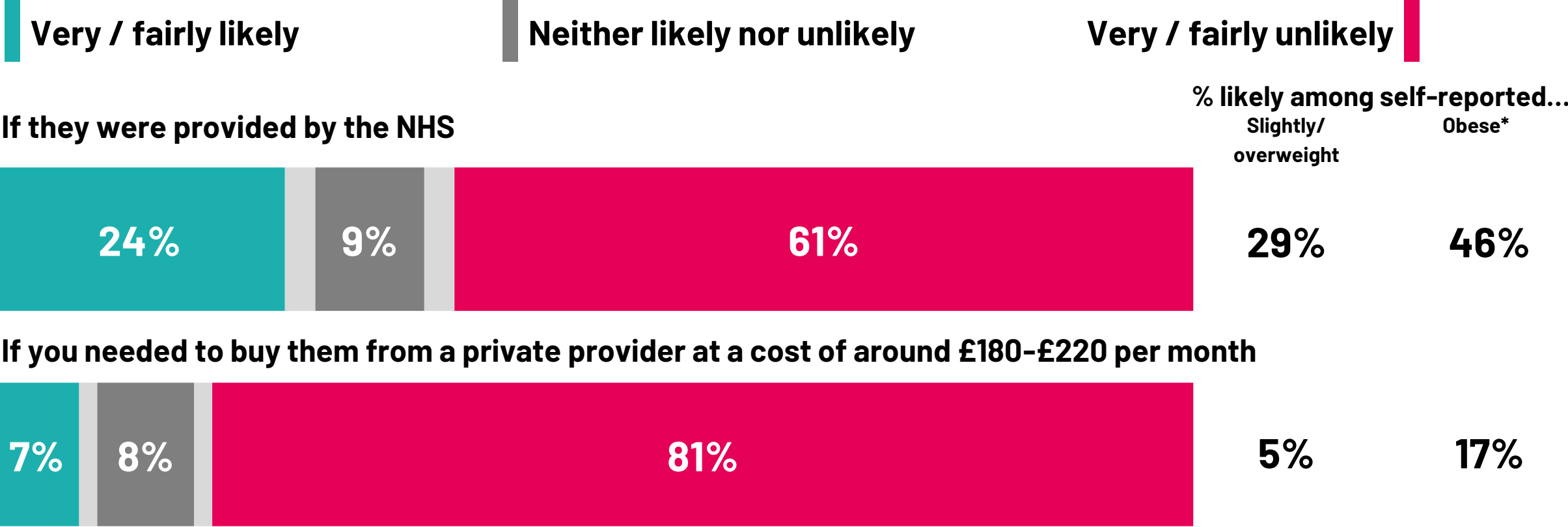
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Base: 1,076 Online British adults aged 18-75, including (481) healthy weight, (469) slightly/overweight, and (69) obese, 25-28 October 2024



1 in 4 Britons are likely to use weight loss injections in future if they were provided on the NHS, falling to fewer than 1 in 10 who would be likely to pay privately – nearly half of people self-reporting as obese would be likely to, if provided by the NHS

How likely or unlikely would you be to use weight loss injections in the future?



Base: 1,076 Online British adults aged 18-75, 25-28 October 2024

* Please treat results with caution as they are based on a small number of participants (69)



Ipsos

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Ipsos – Weight loss injections

For more information

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