

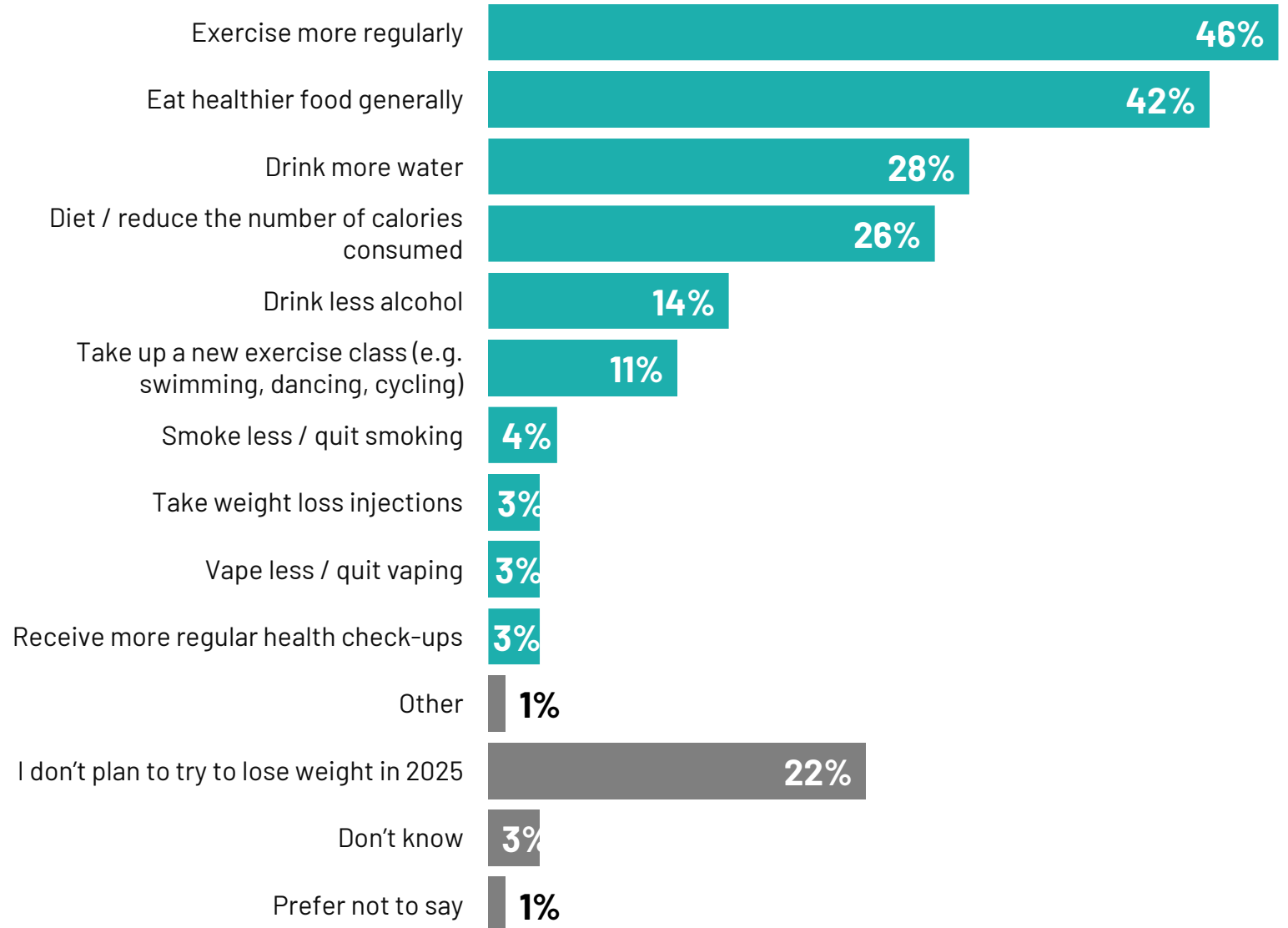
Ipsos Attitudes toward weight loss

December 2024



In order to lose weight in 2025, Britons are most likely to say they plan to exercise more regularly (46%) and eat healthier food generally (42%)

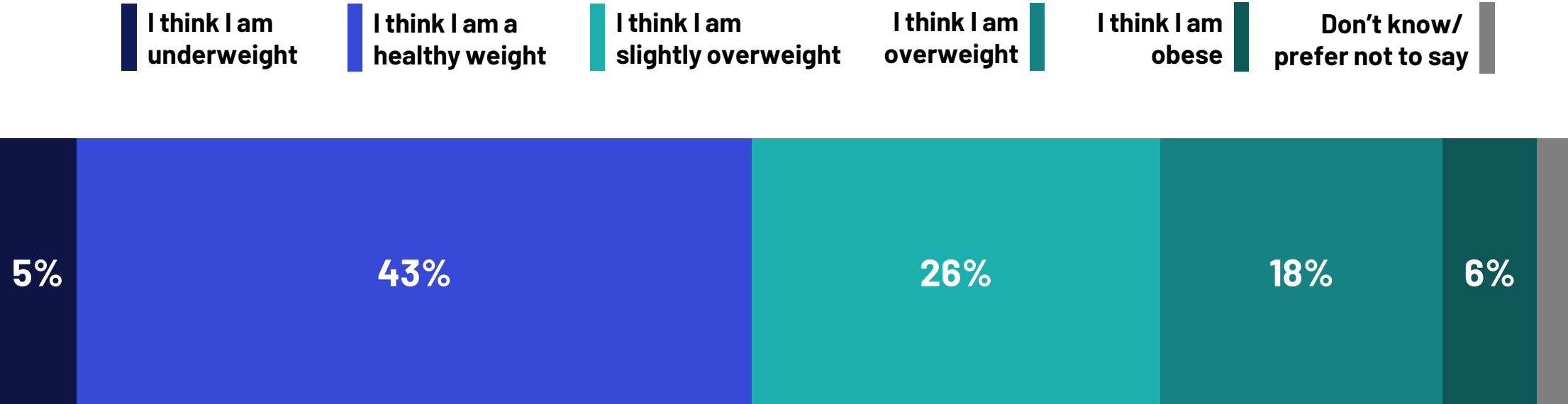
Which of the following actions, if any, are you MOST likely to take in order to lose weight in 2025?



Base: 2,161 Online British adults aged 18-75, 13-17 December 2024

Half of Britons think they are overweight or obese

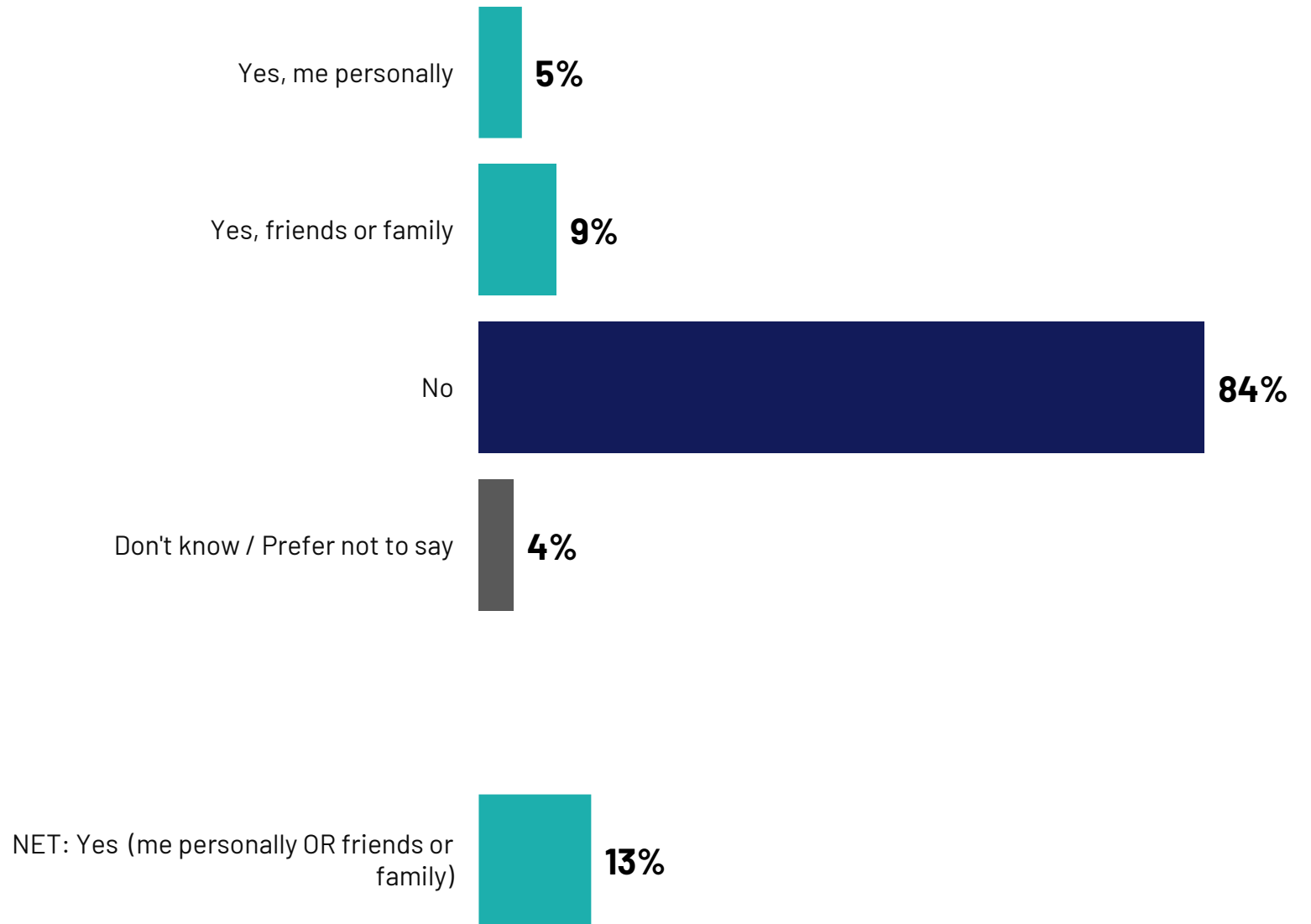
Which of the following statements best describes you?



Base: 2,161 Online British adults aged 18-75, including (331) 18-34-year-olds, (398) 35-54-year-olds, and (347) 55-75-year-olds, 13-17 December 2024

More than 4 in 5 Britons (84%) are neither taking weight loss jabs, nor do they know someone who is. Just 5% are taking them themselves

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



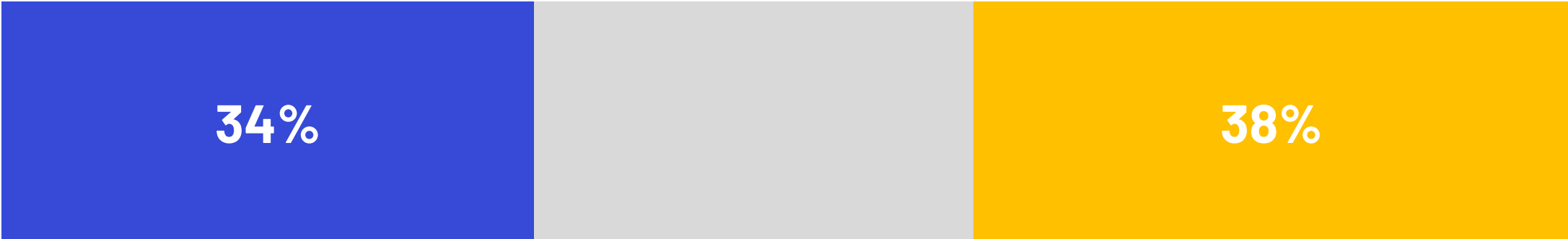
Base: 2,161 Online British adults aged 18-75, 13-17 December 2024

The public are divided as to whether or not the NHS should be offering weight loss injections to people who are obese

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

The NHS should not be offering weight loss injections to people who are obese, and these patients should pay for them themselves or go without



Base: 2,161 Online British adults aged 18-75, 13-17 December 2024

1 in 5 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

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



If they were provided by the NHS



If you needed to buy them from a private provider at a cost of around £180-£220 per month

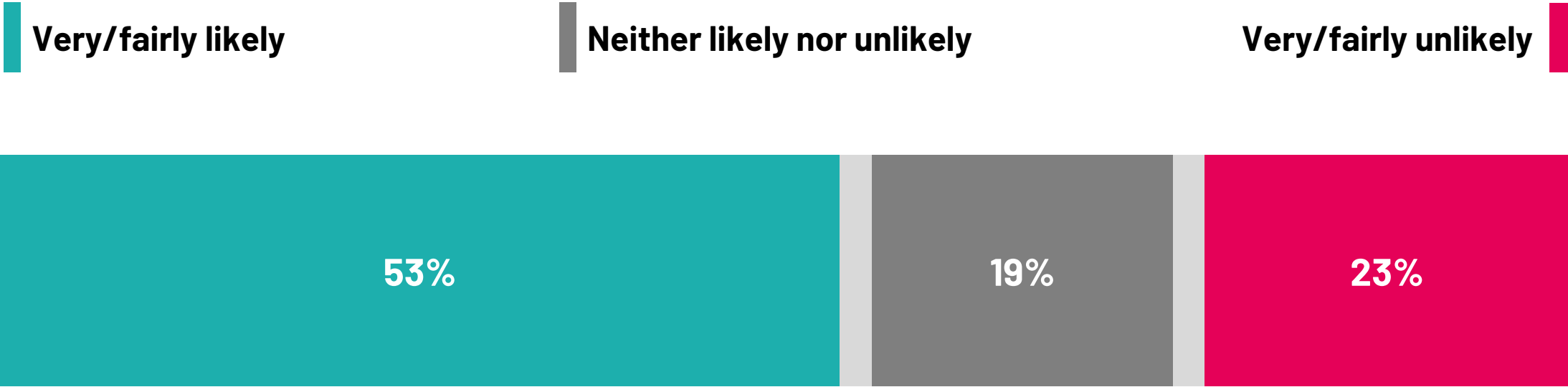


Base: 2,161 Online British adults aged 18-75, 13-17 December 2024



Half (53%) of those who say they're likely to use weight loss injections in the future say they would be likely to tell other people they were using them

If you were to use weight loss injections, how likely or unlikely would you be to tell other people you were using them?



Base: 520 Online British adults aged 18-75 very/fairly likely to use weight loss injections in the future, 13-17 December 2024

Ipsos

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Ipsos – Health questions

For more information

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