

Diet & Health under COVID-19



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Q1. Personal changes since the COVID-19 pandemic began

People in the UK are more likely to report changes in weight and levels of exercise since the COVID-19 pandemic began, compared with changes in drinking alcohol and smoking.

- In the UK, women are more likely than men to have said they have gained weight since the COVID-19 pandemic began, and more likely to say they have done more exercise. Men are more likely than women to say they have started drinking more alcohol or made no changes since the COVID-19 pandemic began.
- People aged under 35 are more likely to say they have changed their alcohol consumption or smoking habits compared to those aged 54 to 74, since the COVID-19 pandemic began. Those aged 35 to 49 are most likely to say they have gained weight, and those aged 50 to 74 are most likely to say they have made no changes.
- People on low incomes are significantly more likely to say they have taken up smoking or made no changes since the COVID-19 pandemic began. Those with a high income are more likely to say they have started drinking more alcohol compared to those with a medium income.

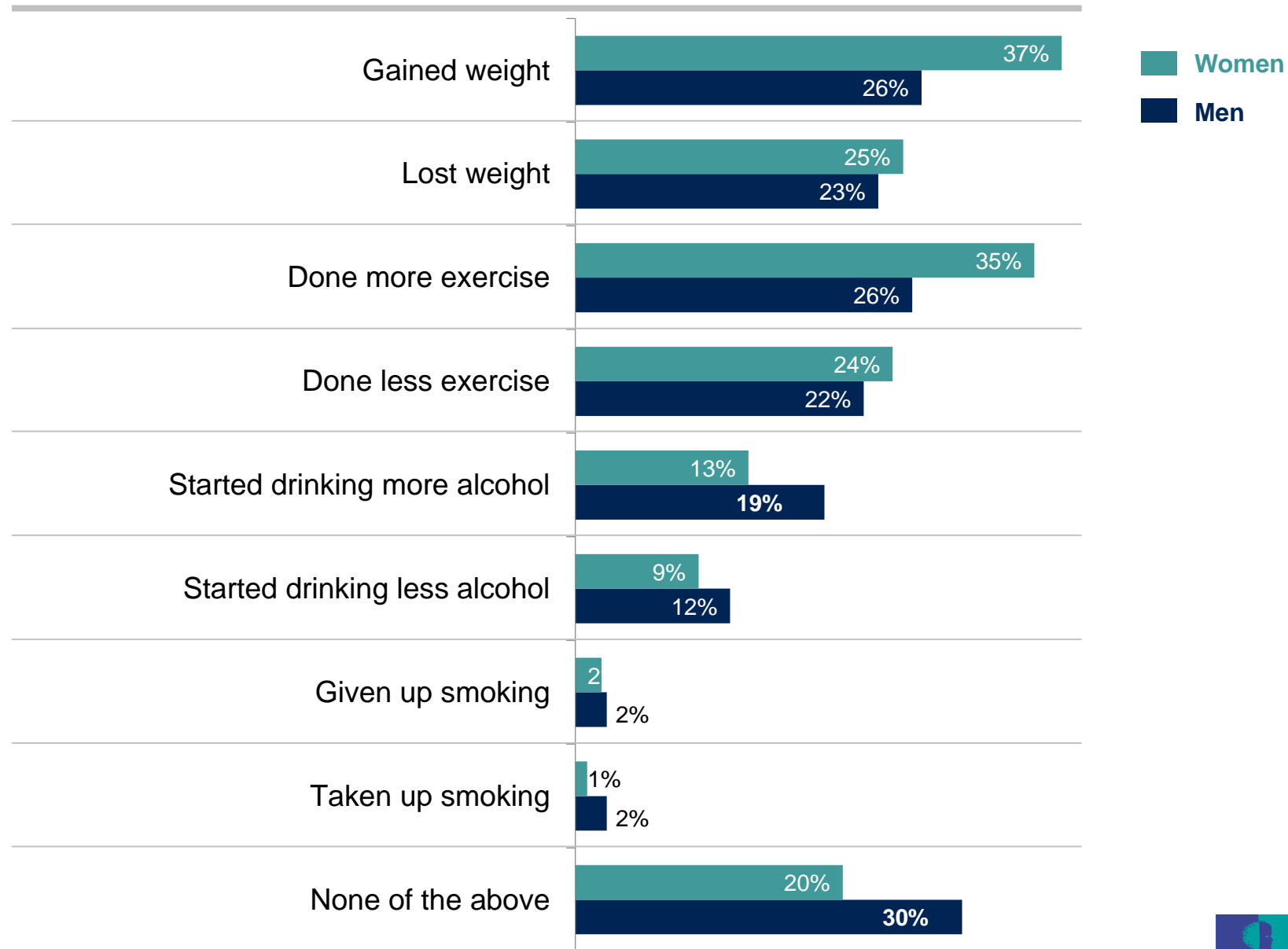
Q1.

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

In the UK, women are more likely than men to have said they have gained weight since the COVID-19 pandemic began, and more likely to say they have done more exercise.

Men are more likely than women to say they have started drinking more alcohol or made no changes since the COVID-19 pandemic began.

UK – by gender



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

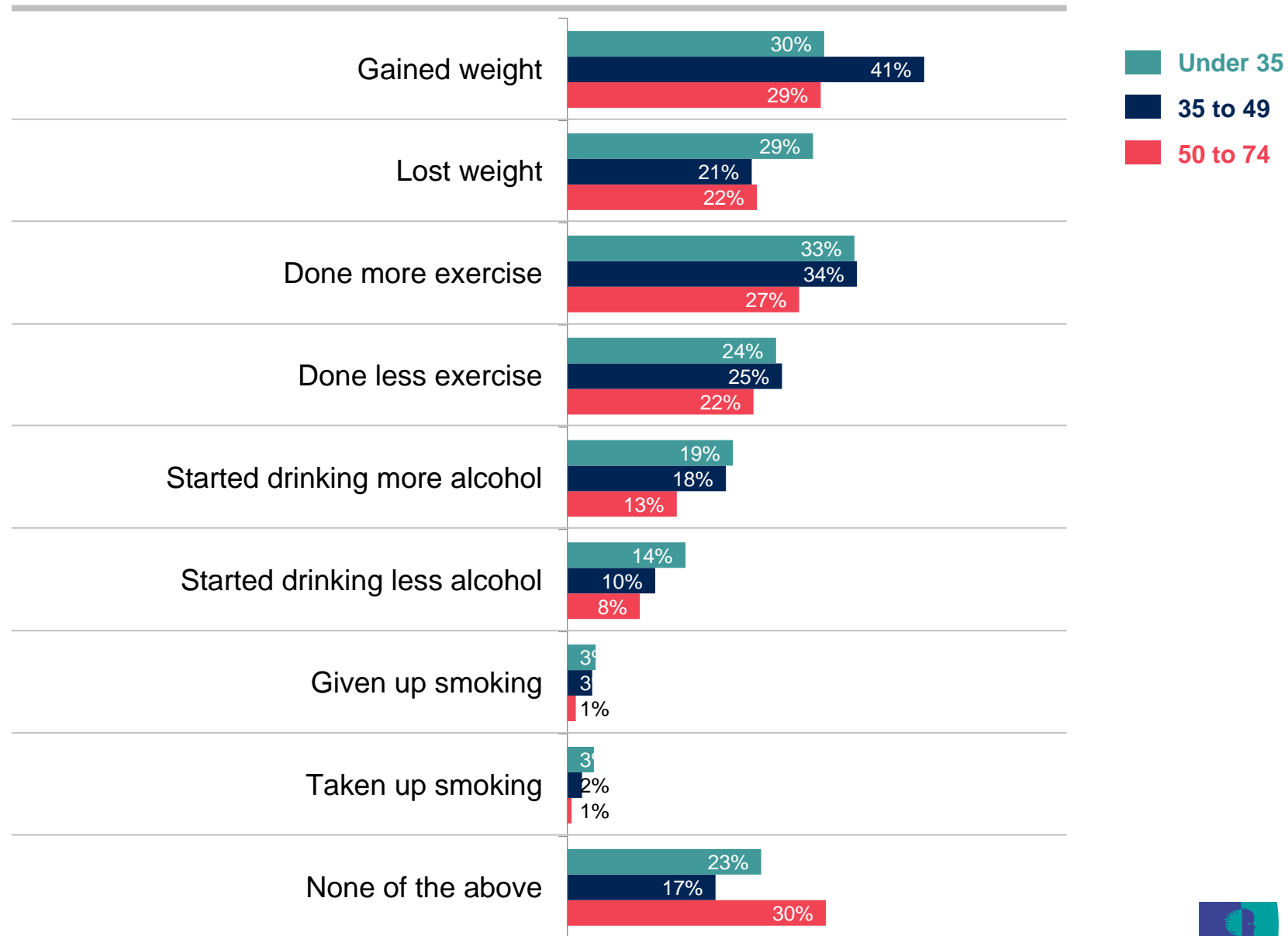
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Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

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Those aged 35 to 49 are most likely to say they have gained weight, and those aged 50 to 74 are most likely to say they have made no changes.

UK – by age



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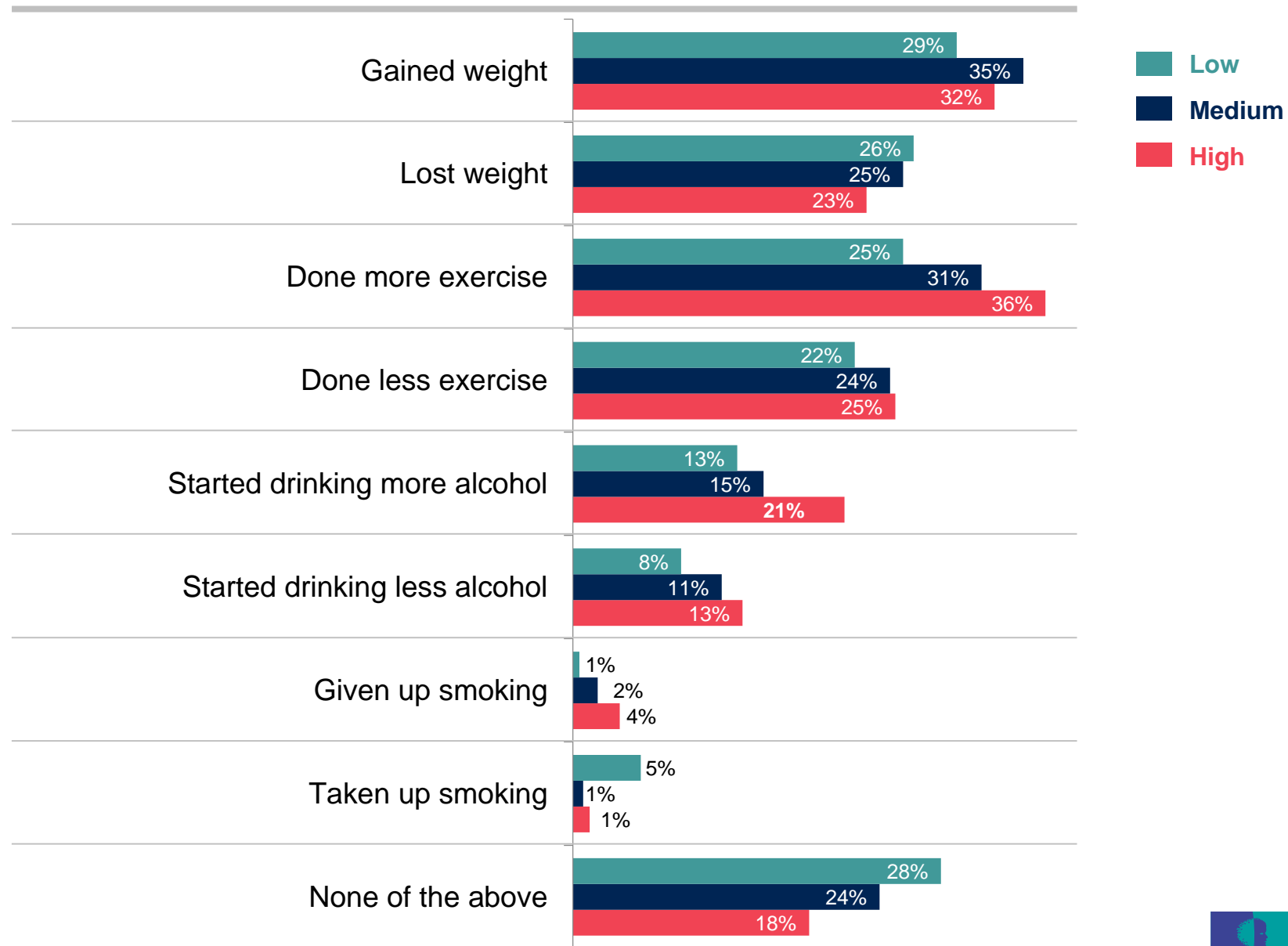
Q1.

Since the COVID-19 pandemic began, which of the following, if any, have you personally done?

People on low incomes are significantly more likely to say they have taken up smoking or made no changes since the COVID-19 pandemic began.

Those with a high income are more likely to say they have started drinking more alcohol compared to those with a medium income.

UK – by income



Q2. Reducing the risk of severe COVID-19 symptoms

Losing weight is most mentioned in the UK most likely to reduce the risk of severe COVID-19 symptoms, followed by doing regular exercise and giving up smoking.

- Women are more likely than men to see losing weight, giving up smoking and taking vitamin D supplements as most likely to reduce the risk of severe symptoms of COVID-19. However, it is the opposite for doing regular exercise, with men than women more likely to see this as most important.
- Those under 35 are most likely to consider giving up smoking and least likely to consider losing weight as being likely to reduce the risk of severe COVID-19 symptoms. Those aged over 50 are least likely to consider doing regular exercise as likely to reduce this risk.
- Those on a higher income are more likely than those on lower incomes to consider regular exercise as being likely to reduce the risk of severe COVID-19 symptoms. There is greater uncertainty among those on low incomes.

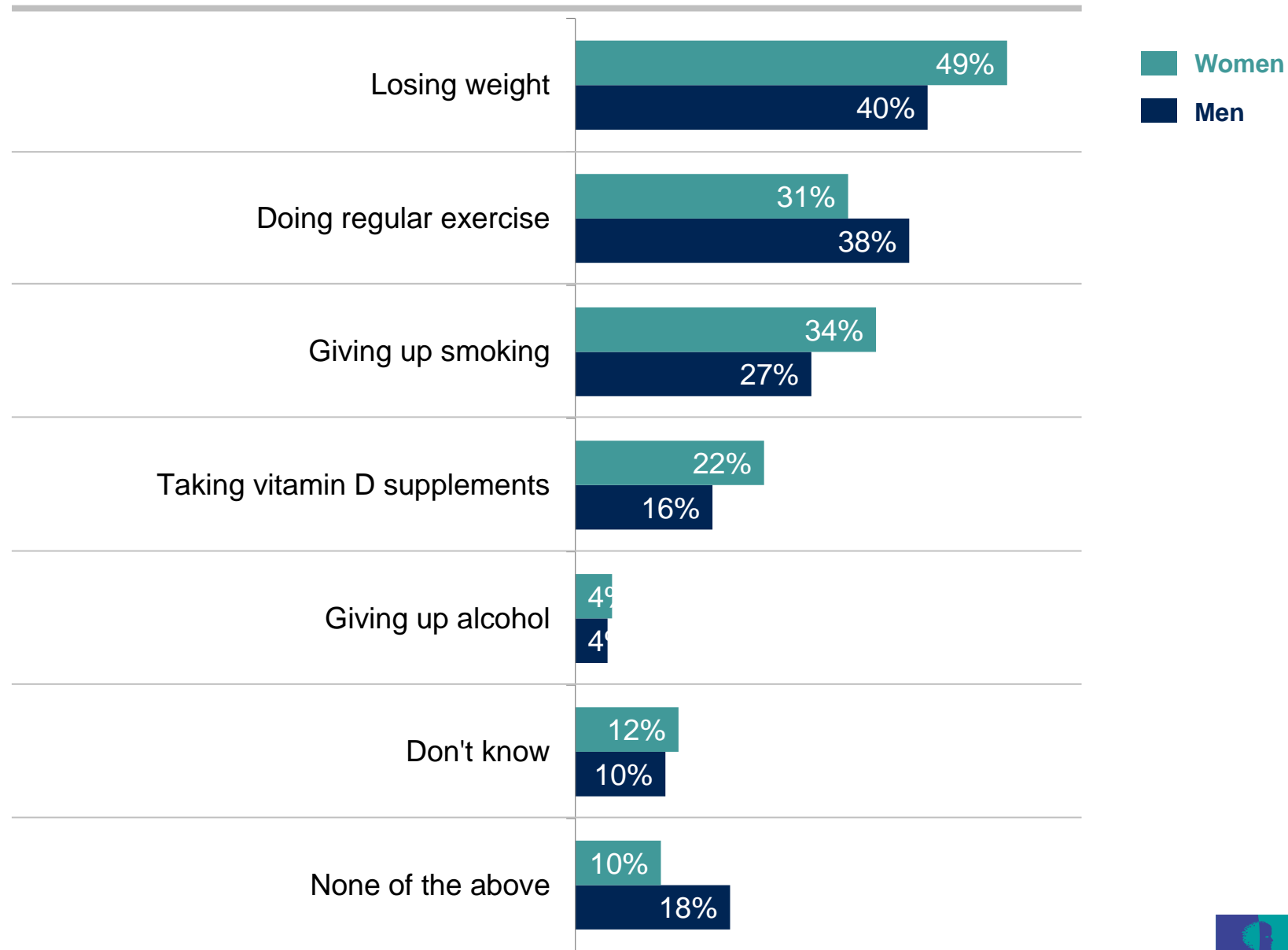
Q2.

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Women are more likely than men to see losing weight, giving up smoking and taking vitamin D supplements as most likely to reduce the risk of severe symptoms of COVID-19.

However, it is the opposite for doing regular exercise, with men than women more likely to see this as most important.

UK – by gender



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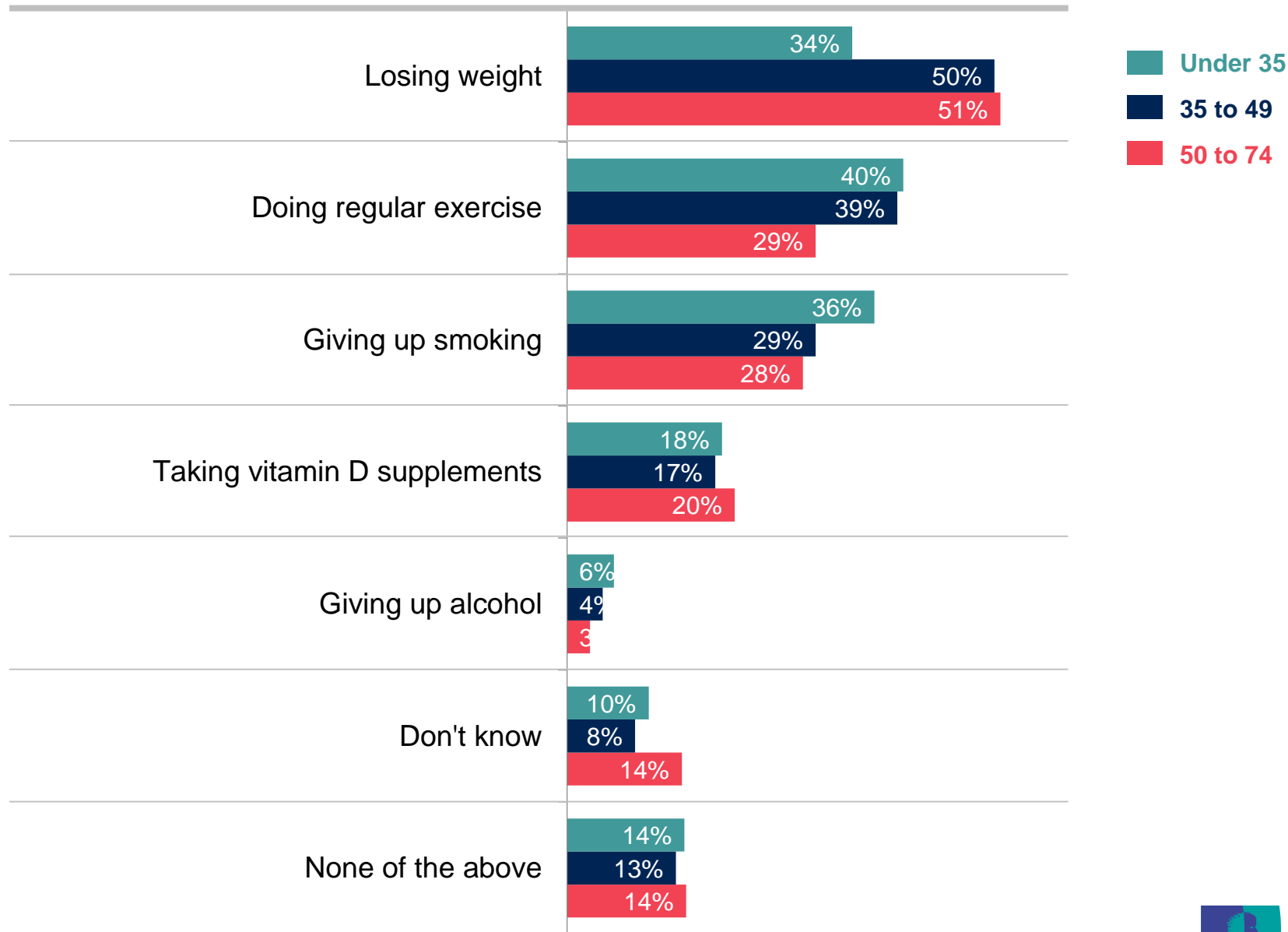
Q2.

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Those under 35 are most likely to consider giving up smoking and least likely to consider losing weight as being likely to reduce the risk of severe COVID-19 symptoms.

Those aged over 50 are least likely to consider doing regular exercise as likely to reduce this risk.

UK – by age

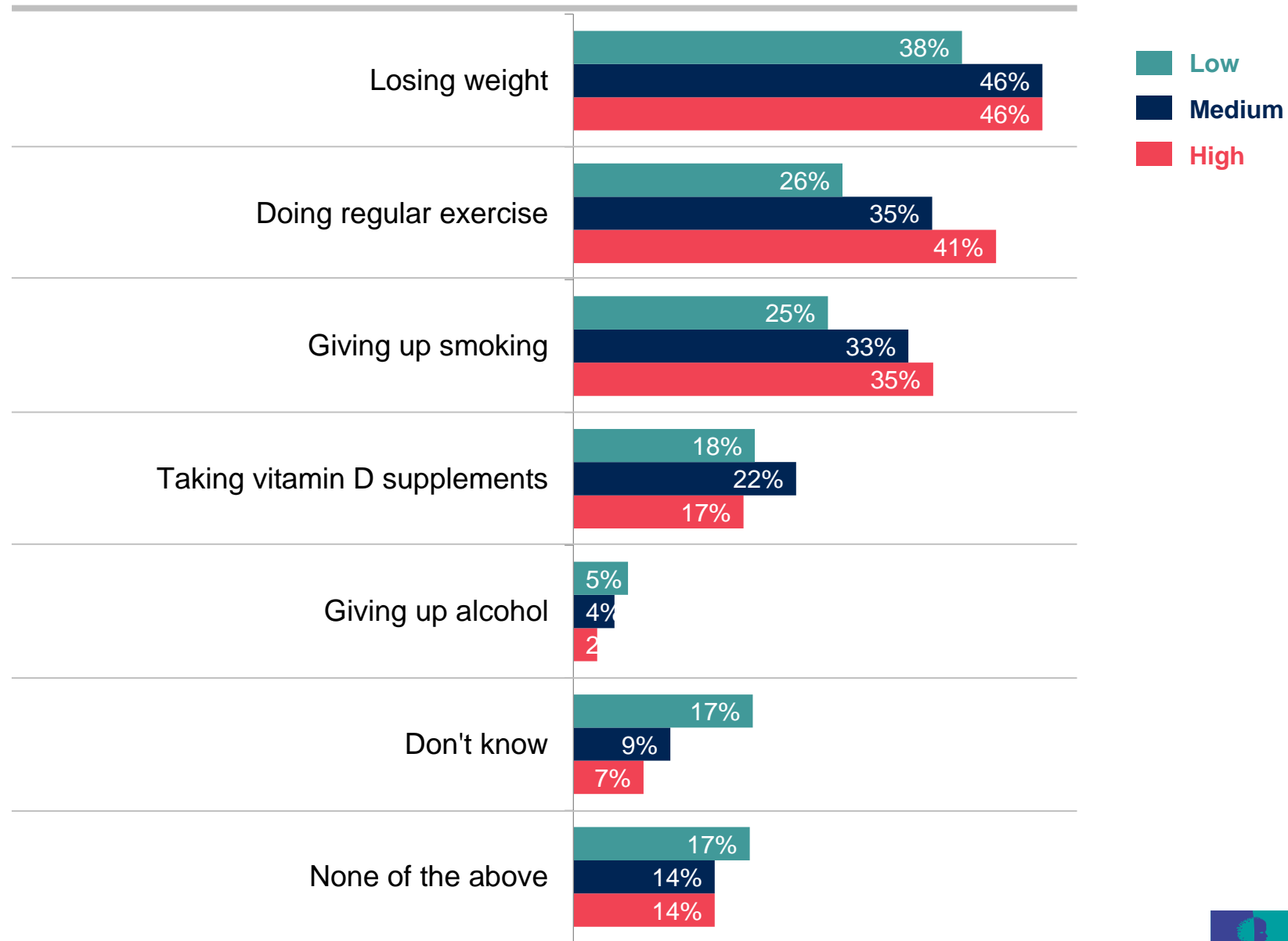


Q2.

Which one or two of these do you think are most likely to reduce the risk of severe COVID-19 symptoms in those infected with the disease?

Those on a higher income are more likely than those on lower incomes to consider regular exercise as being likely to reduce the risk of severe COVID-19 symptoms. There is greater uncertainty among those on low incomes.

UK – by income level



Q3. Link between obesity and severe symptoms of COVID-19

Around two thirds of people in the UK think there is a link between obesity and more severe symptoms of COVID-19, among those infected.

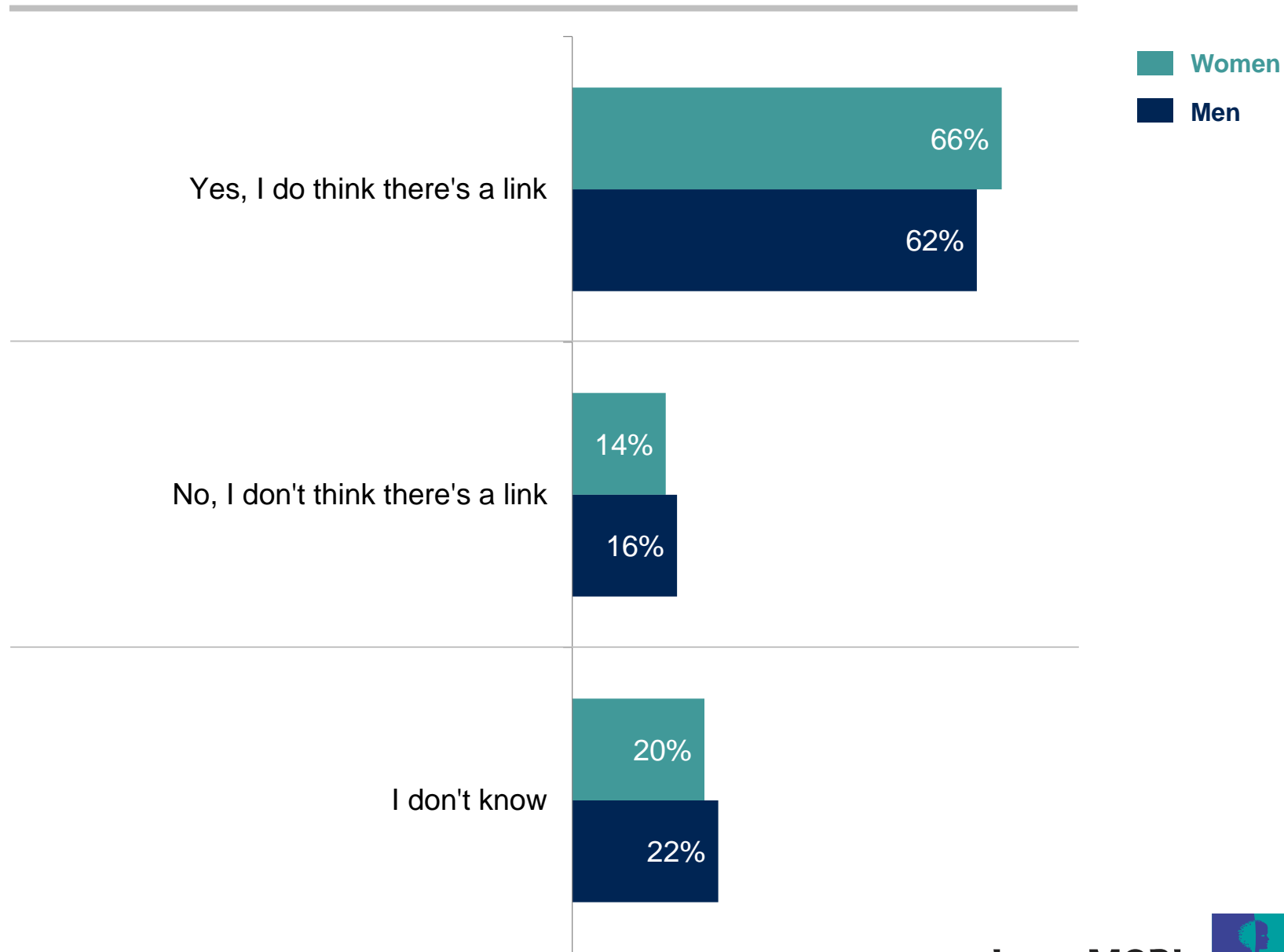
- Generally, both genders consider there to be a link between obesity and severe symptoms of COVID-19.
- Those aged 50 to 74 are more likely to think there is link between obesity and severe symptoms of COVID-19 compared to younger age groups.
- Those with medium and high income are more likely to think there is a link between obesity and more severe symptoms of COVID-19, compared to those with a lower income.

Q3.

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

Generally, both genders consider there to be a link between obesity and severe symptoms of COVID-19.

UK – by gender

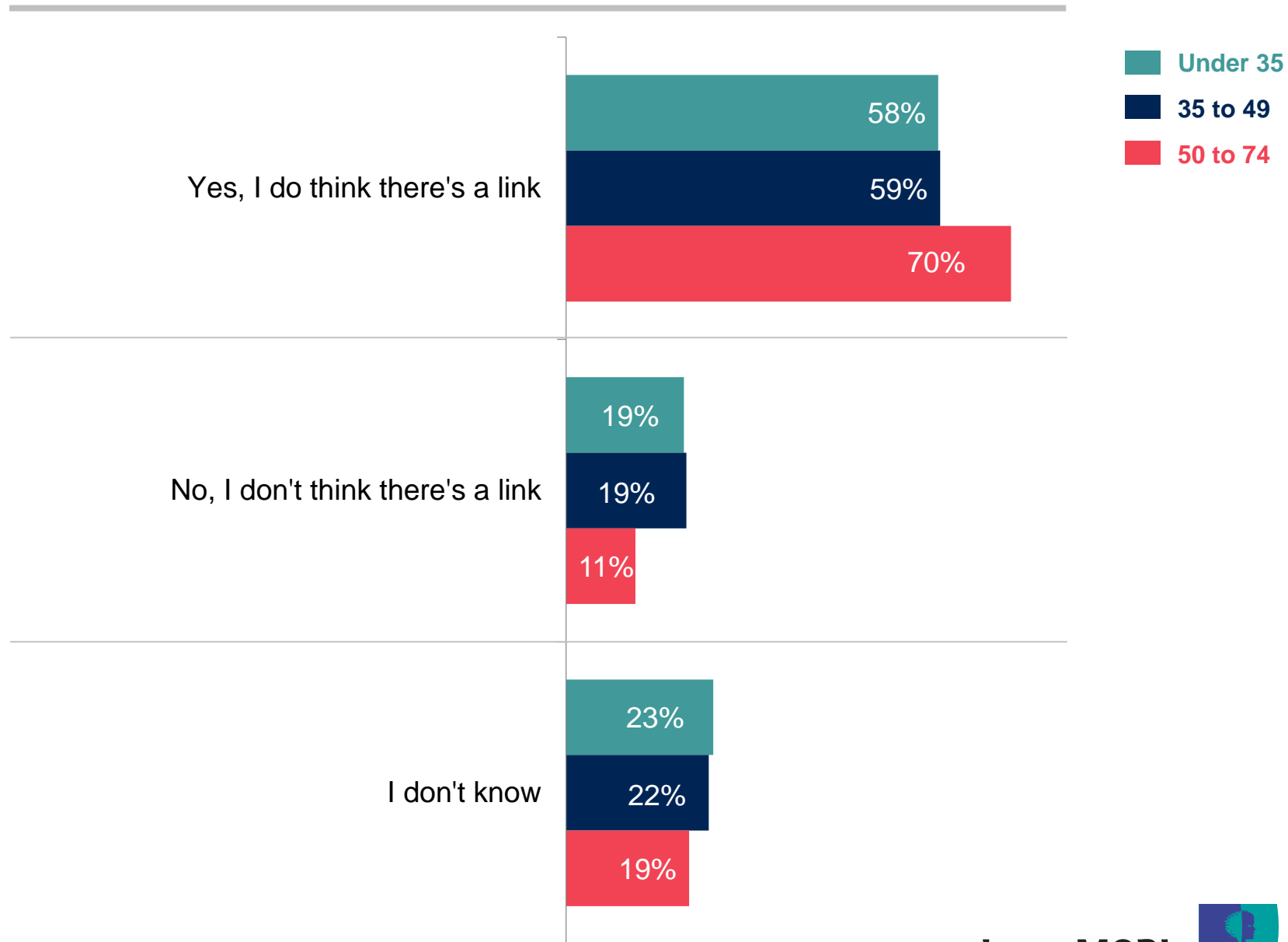


Q3.

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

Those aged 50 to 74 are more likely to think there is link between obesity and severe symptoms of COVID-19 compared to younger age groups.

UK – by age

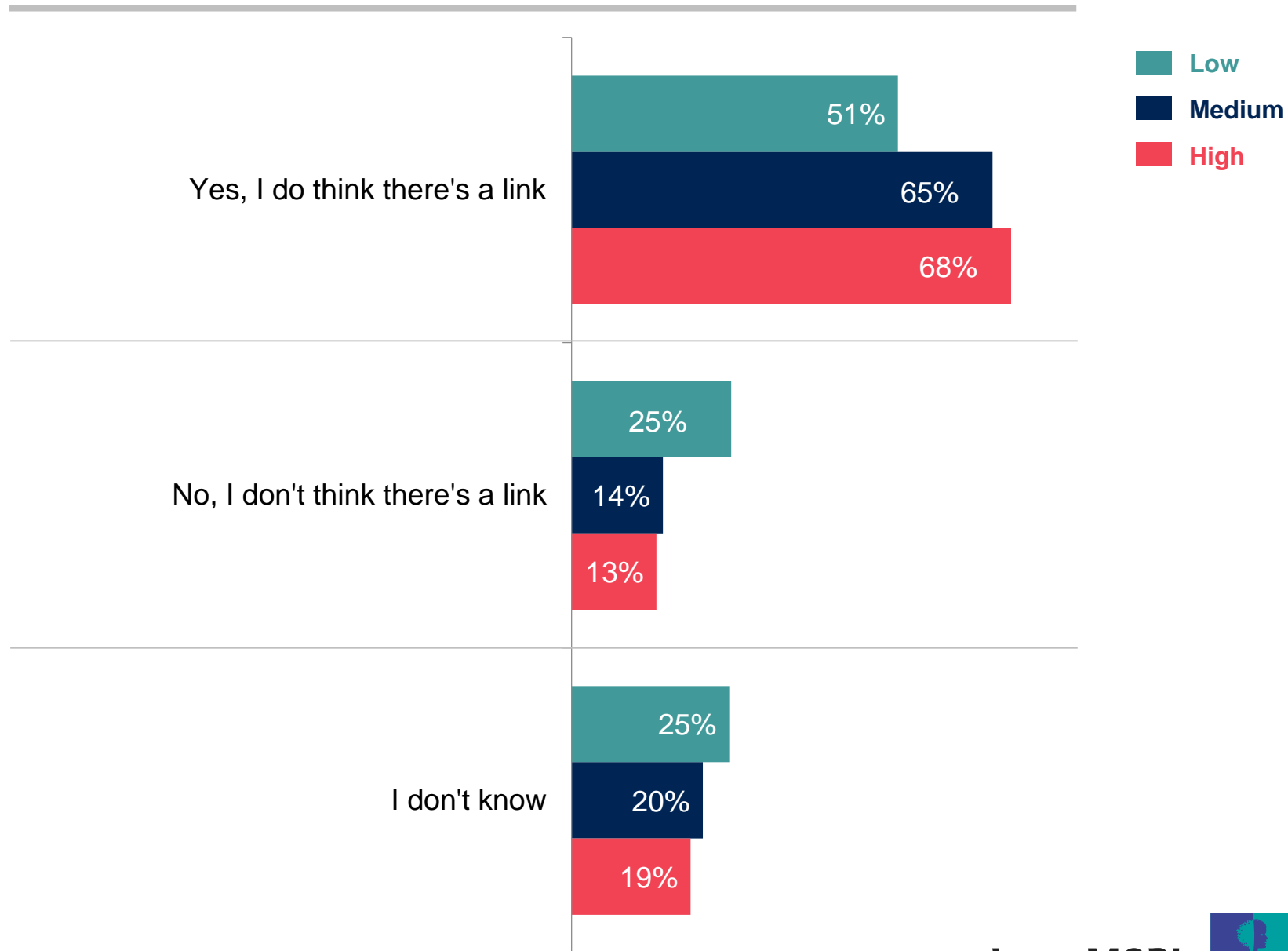


Q3.

Do you think there is, or is not, a link between obesity and more severe symptoms of COVID-19 among those infected?

Those with medium and high income are more likely to think there is a link between obesity and more severe symptoms of COVID-19, compared to those with a lower income.

UK – by income level



Q4. Personal weight loss link to COVID-19

In the UK, roughly equal proportions are trying to lose weight, or are not trying to gain or lose weight. Only around one in ten say they are trying to gain weight

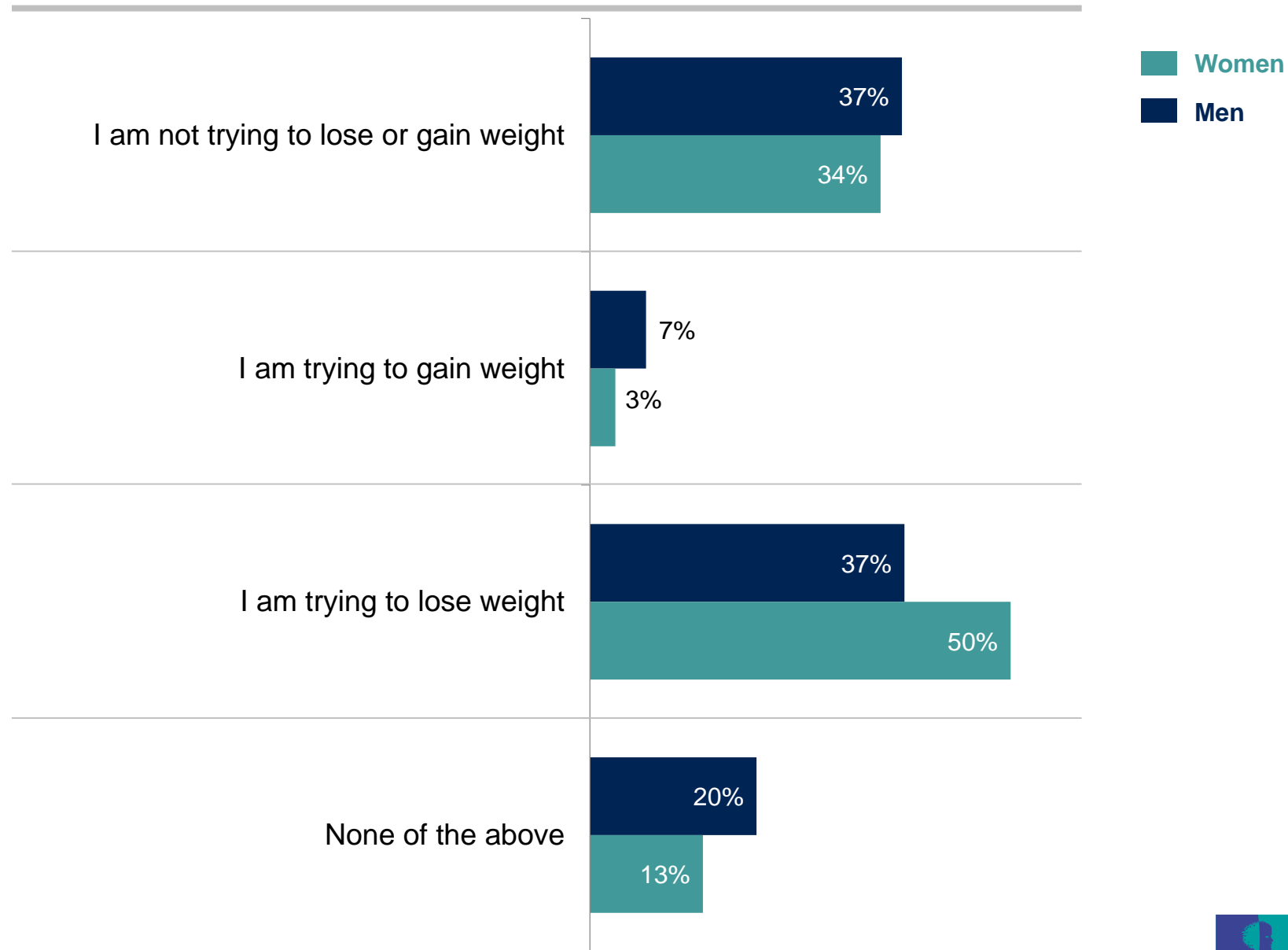
- Half of women say they are trying to lose weight, compared to just over one third of men.
- Significantly more people say they are trying to gain weight than lose weight, but those under 35 are more likely than older people to say they are trying to gain weight.
- People's intention towards their weight does not differ significantly by income level.

Q4.

Which of the following applies to your current situation

Half of women say they are trying to lose weight, compared to just over one third of men.

UK – by gender

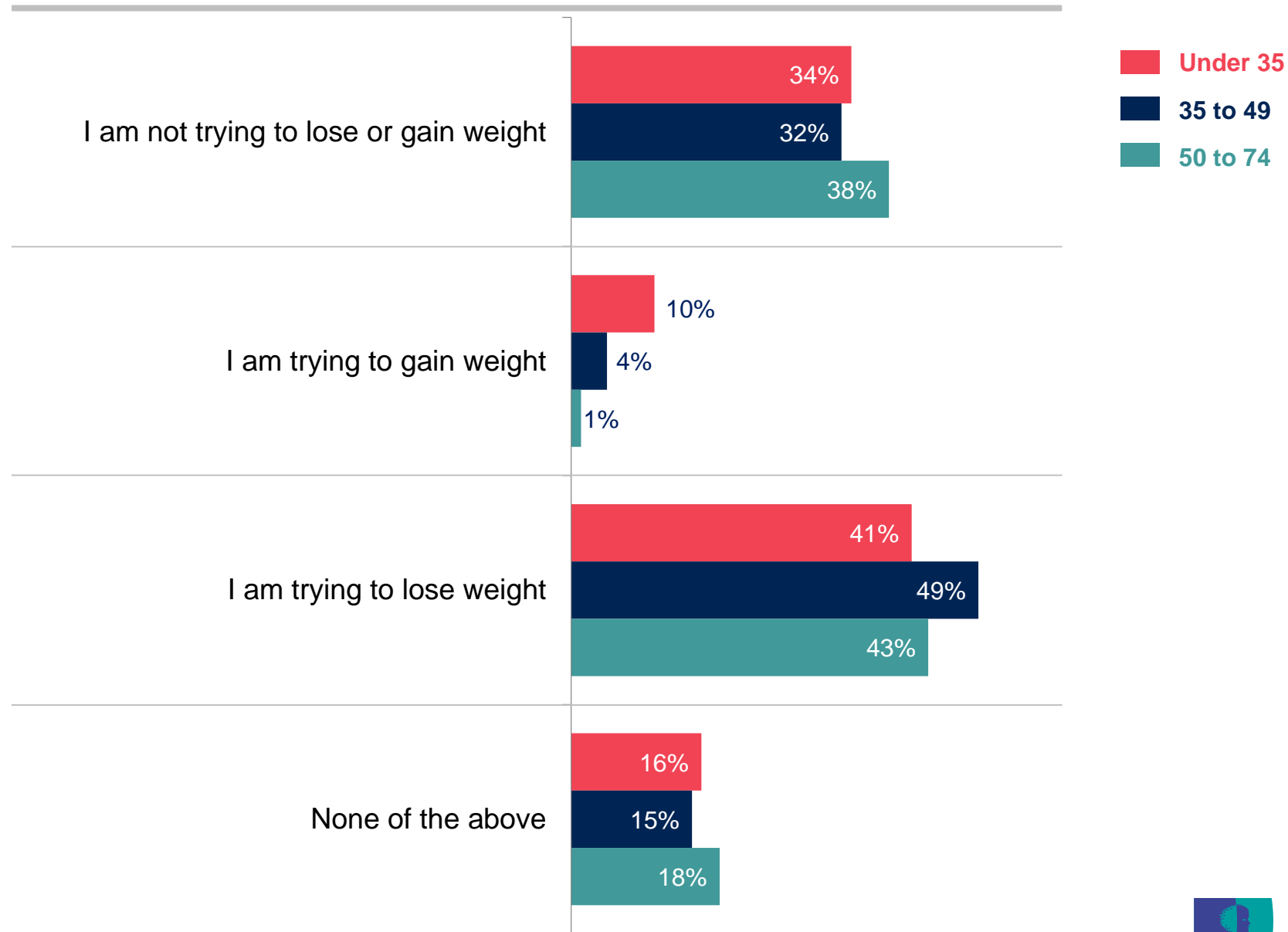


Q4.

Which of the following applies to your current situation

Significantly more people say they are trying to gain weight than lose weight, but those under 35 are more likely than older people to say they are trying to gain weight.

UK – by age

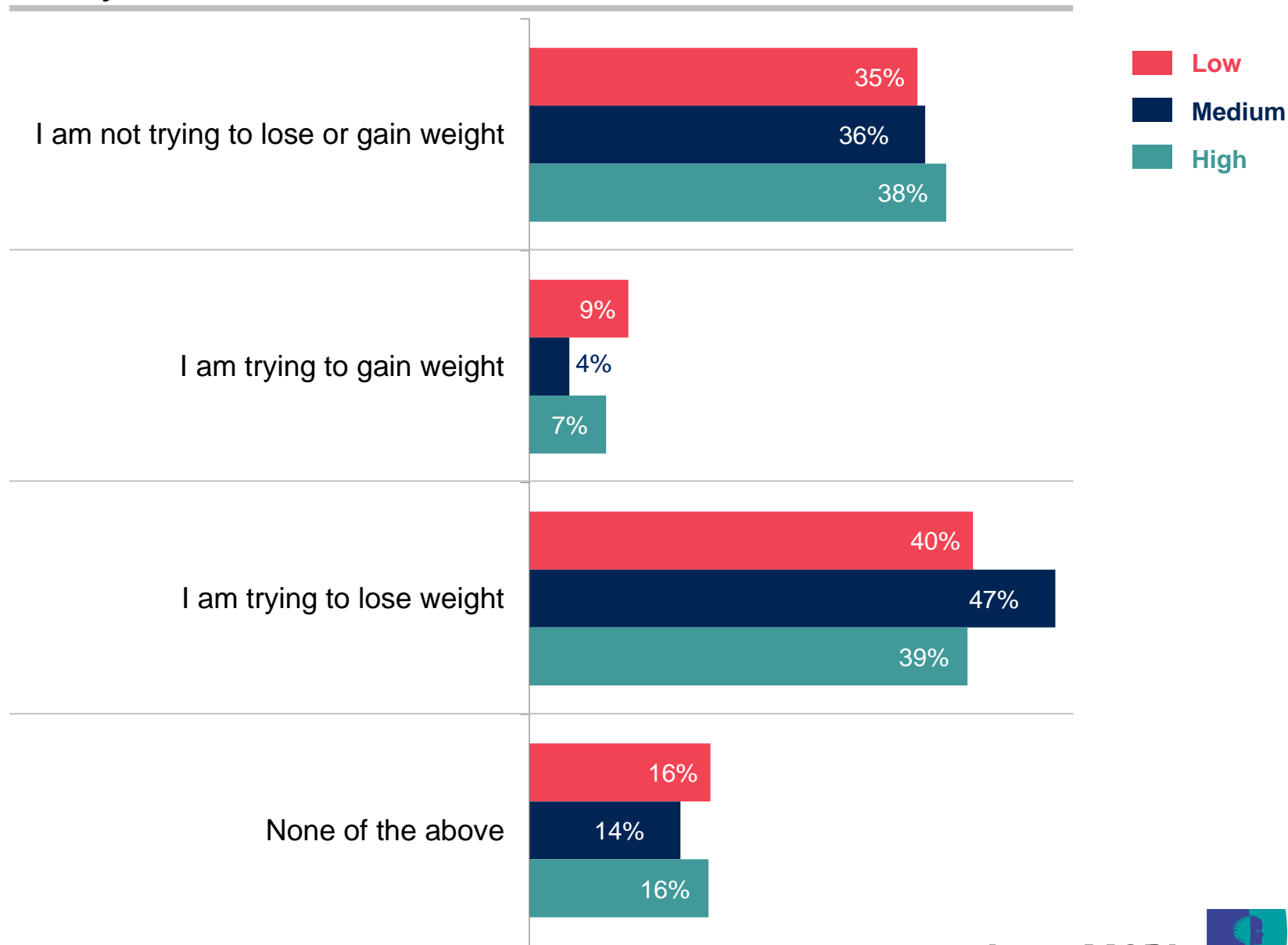


Base: 1000 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

Which of the following applies to your current situation

People's intention towards their weight does not differ significantly by income level.

UK – by income level



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

Q4b. Personal weight goals (of those trying to lose weight)

Of those trying to lose weight, most want to lose weight not related to the pandemic. Just over one third say they are trying to lose weight gained during the pandemic.

- More men than women who are trying to lose weight say they want to lose weight to reduce the severity of COVID-19 symptoms, but this is still a minority view overall.
- Older people who are trying to lose weight are relatively more motivated than younger people to lose weight in the hope of lessening the severity of COVID-19 symptoms.
- Those in low income households who are trying to lose weight are most likely to say they are doing so to reduce the risk of suffering severe symptoms if they get COVID-19.

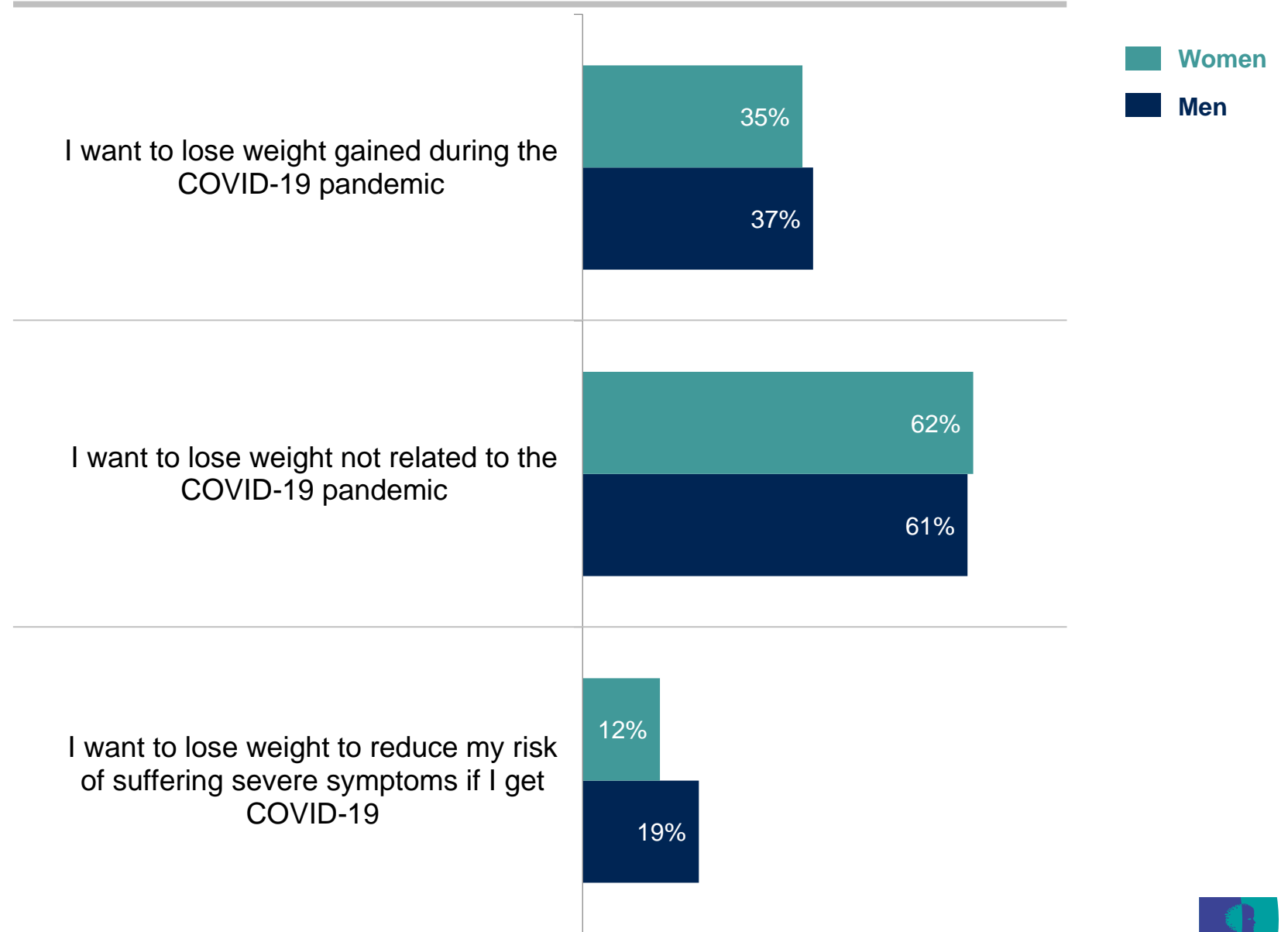
Q4b.

Which, if any of these, apply to you?

Of those trying to lose weight, most want to lose weight not related to the pandemic.

More men than women who are trying to lose weight say they want to lose weight to reduce the severity of COVID-19 symptoms, but this is still a minority view overall.

UK – by gender



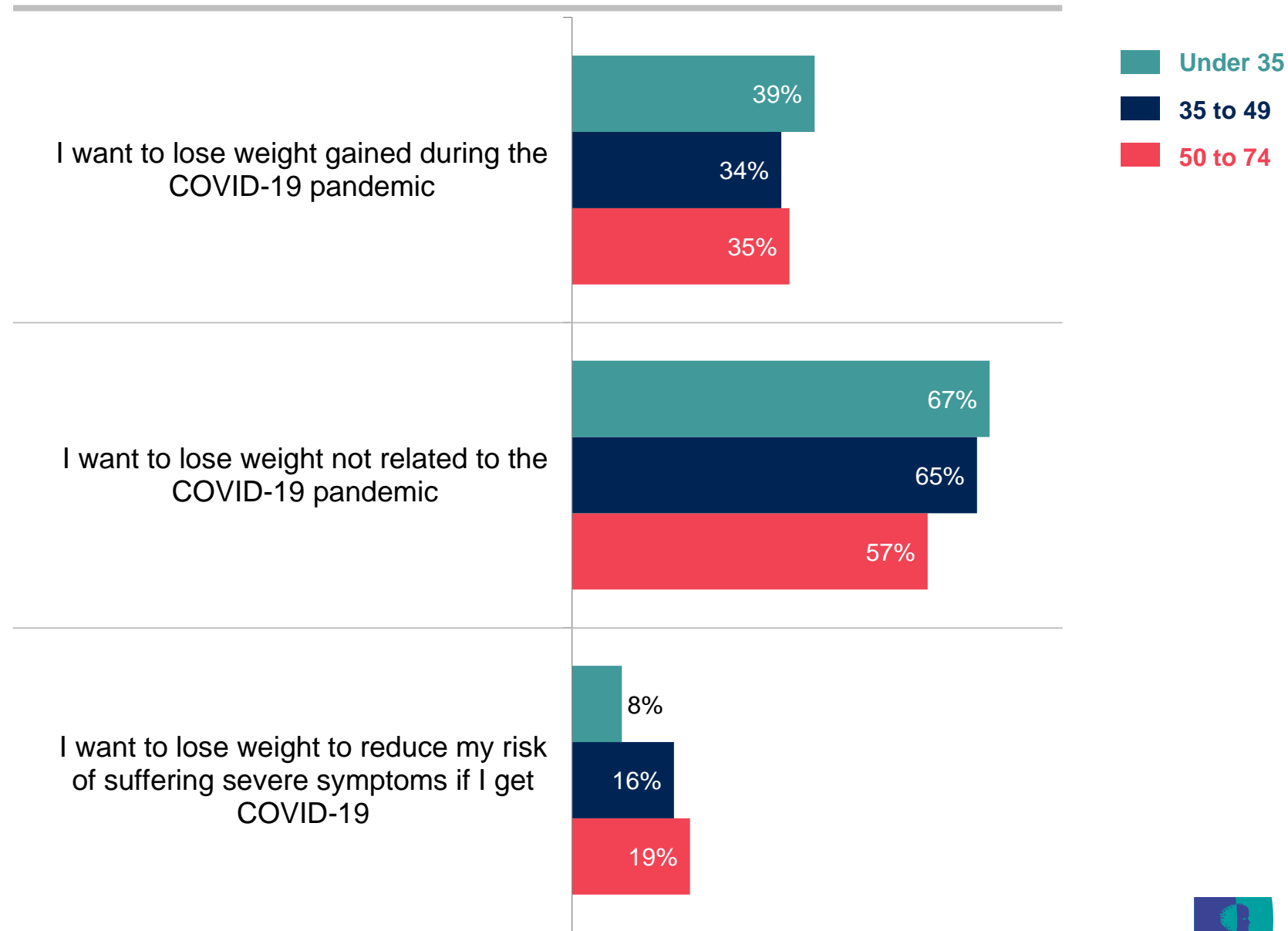
Base: those trying to lose weight – 469 online adults aged 16-74 across the UK, October 23rd- November 6th 2020 []

Q4b.

Which, if any of these, apply to you?

Older people who are trying to lose weight are relatively more motivated than younger people to lose weight in the hope of lessening the severity of COVID-19 symptoms. This may be due to a higher risk of severe illness and 'long COVID' in this age group.

UK – by age



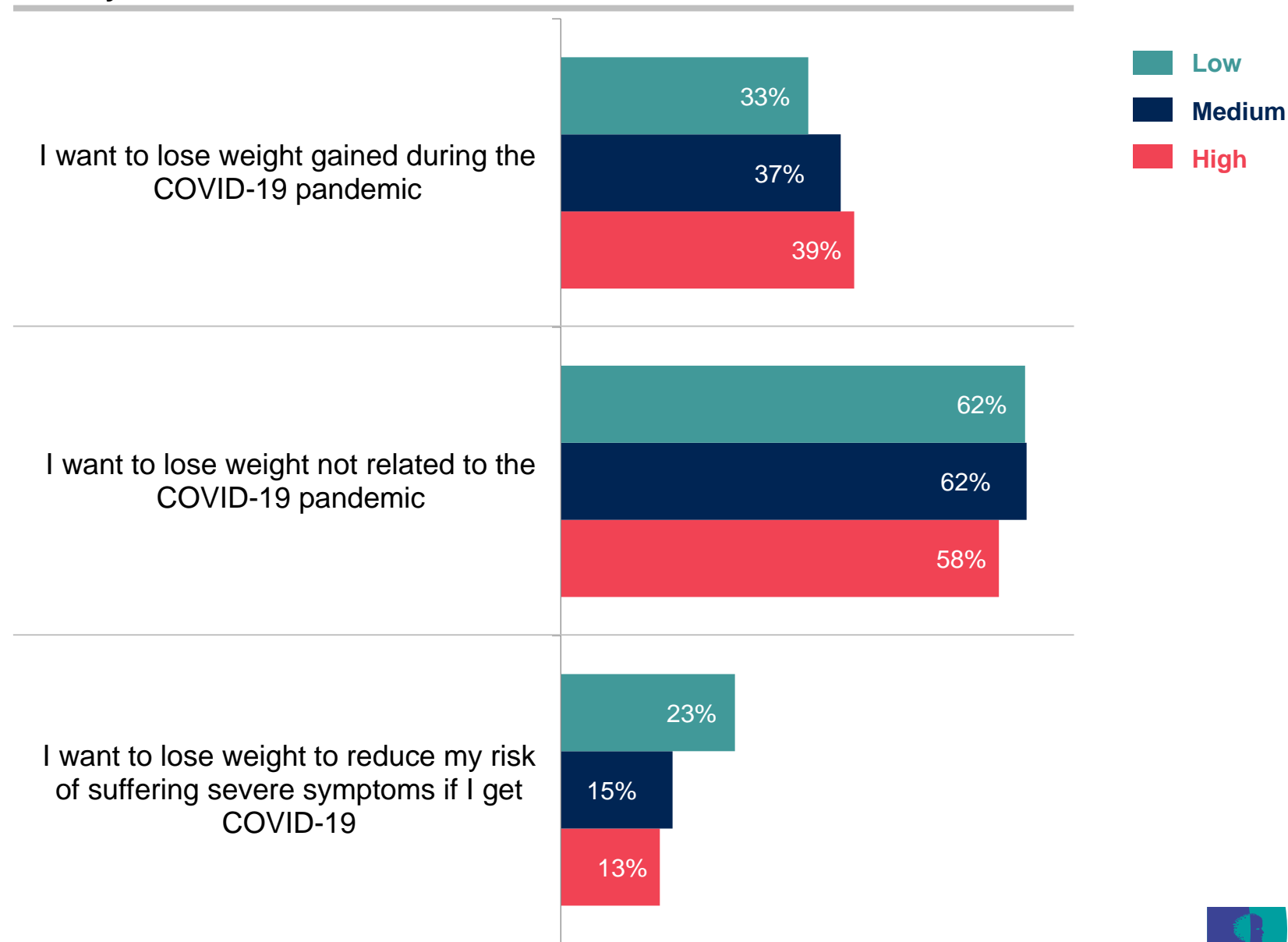
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Q4b.

Which, if any of these, apply to you?

Those in low income households who are trying to lose weight are most likely to say they are doing so to reduce the risk of suffering severe symptoms if they get COVID-19.

UK – by income level



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

Q4c. Personal weight loss link to COVID-19

(of those trying to lose weight to reduce risk of severe COVID-19 symptoms)

Among those trying to lose weight to reduce the risk of severe COVID-18 symptoms, most say COVID-19 is important but it is not their main motivation to lose weight.

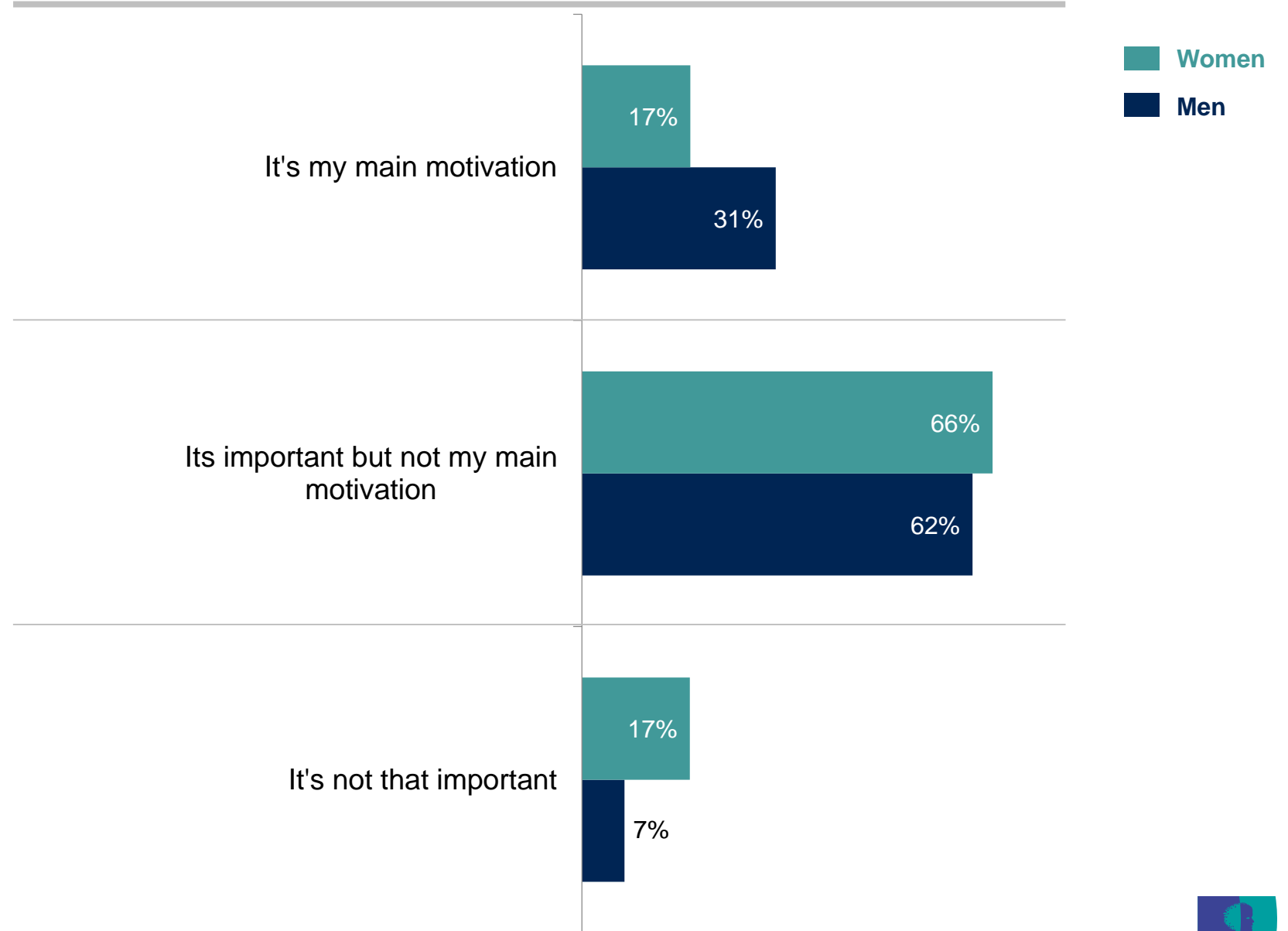
- The motivation for trying to lose weight is consistent for men and women.
- For those aged under 35 who are trying to lose weight to reduce the risk of severe COVID-18 symptoms, COVID-19 is less of a motivation than it is for those older than them.
- The motivation for trying to lose weight is broadly consistent across different income groups.

Q4c.

How important is the risk of COVID-19 in your motivation to lose weight?

The motivation for trying to lose weight is consistent for men and women.

UK – by gender



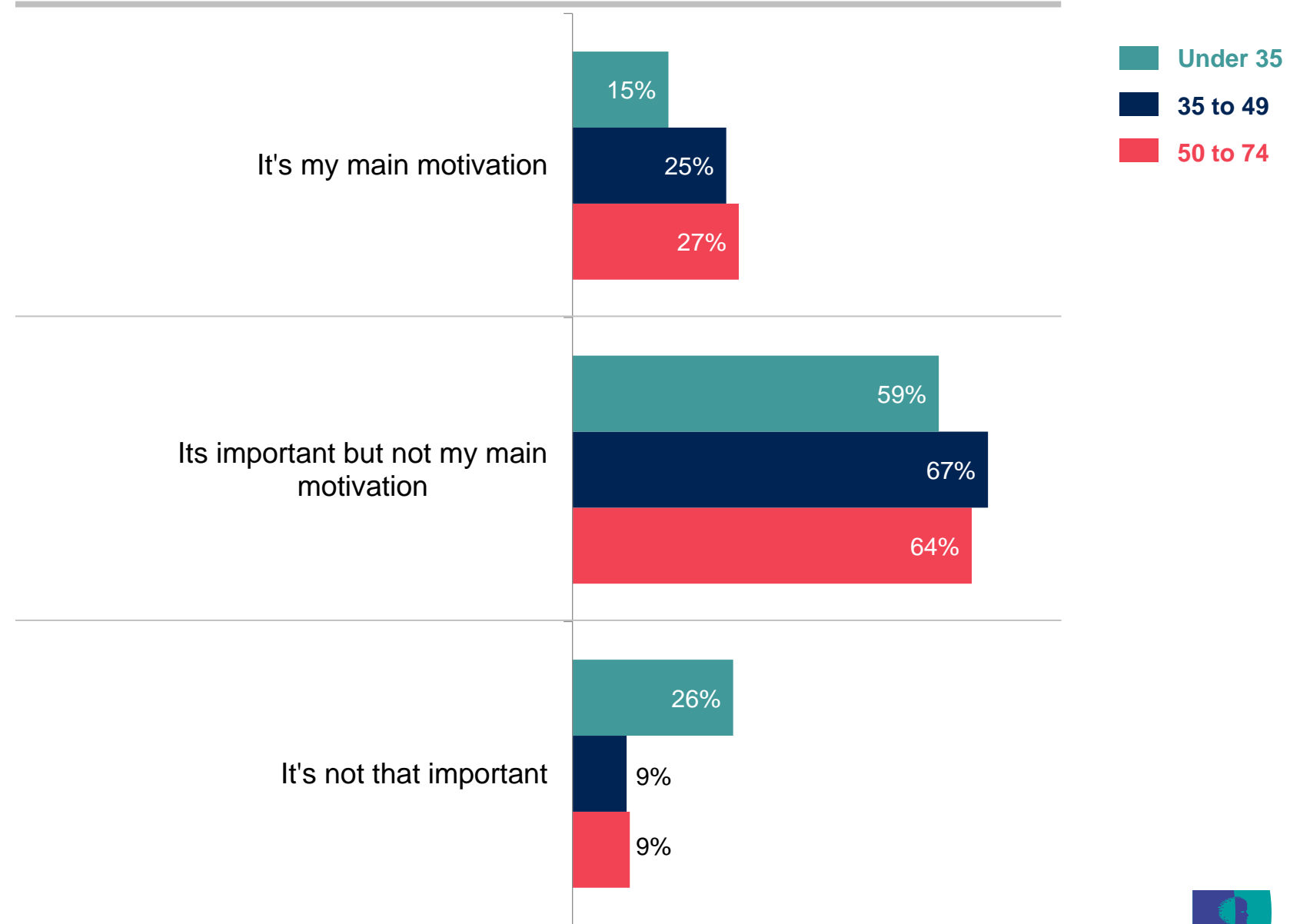
Base: those trying to lose weight to reduce risk of severe COVID-19 symptoms– 66 online adults aged 16-74 across the UK, October 23rd- November 6th 2020

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UK – by age



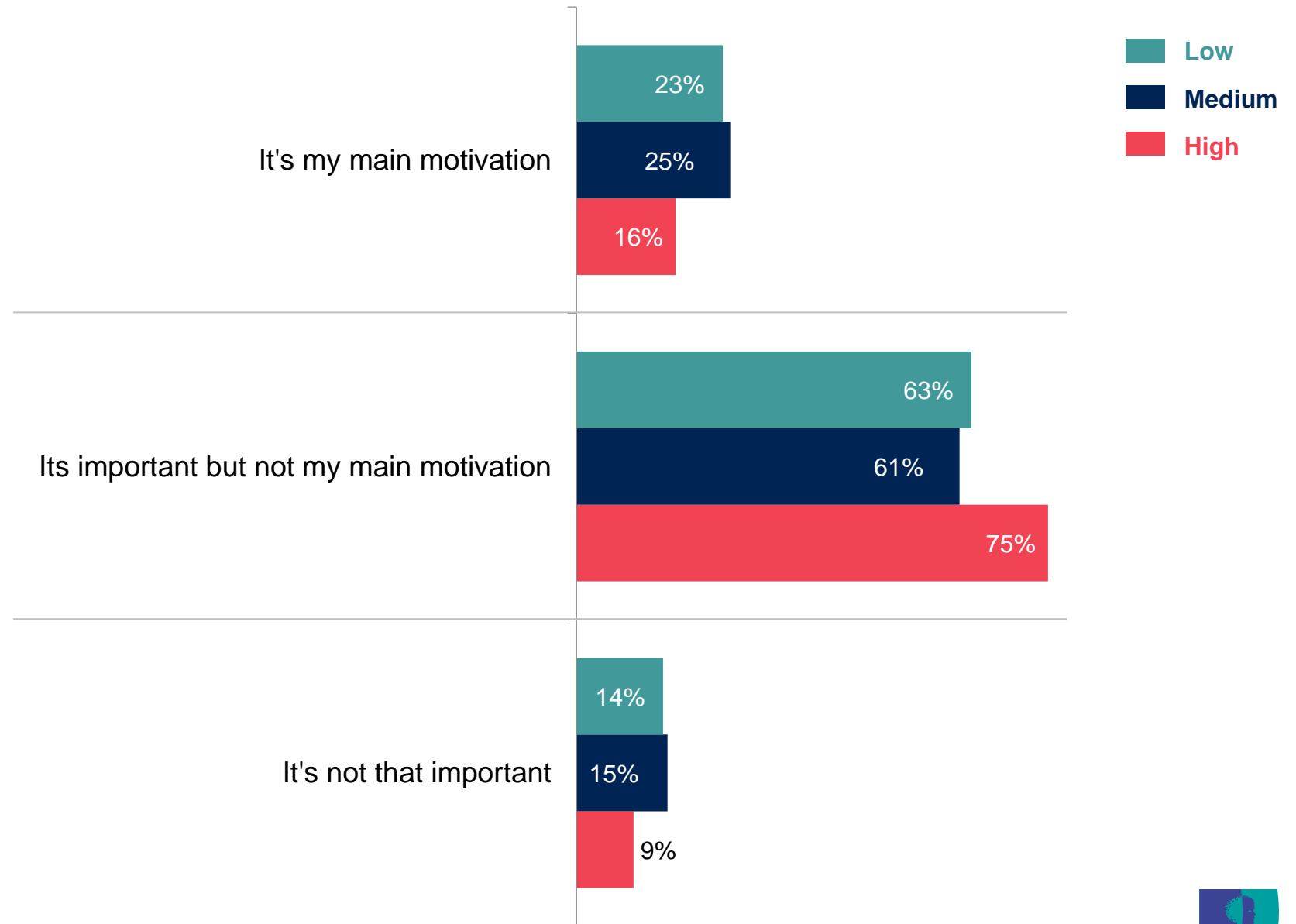
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The motivation for trying to lose weight is broadly consistent across different income groups.

UK – by income level



Base: those trying to lose weight to reduce risk of severe COVID-19 symptoms– 66 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