



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 1
Q1 - 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: All adults aged 18-75 in Great Britain

	TOTAL	GENDER		AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366	
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346	
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	
Very good job [+2]	39 4%	27 5%	12 2%	11 9%	9 5%	1 1%	7 3%	11 3%	20 6%	8 2%	11 3%	13 7%	8 3%	9 4%	8 3%	7 3%	7 3%	11 5%	12 8%	2 4%	*	1%	23 4%	16 4%	32 4%	8 2%
		b		efg	e				i			ln						opt								
Fairly good job [+1]	171 16%	111 21%	58 11%	33 27%	40 20%	24 12%	22 11%	52 14%	73 22%	46 12%	52 14%	48 26%	49 15%	29 11%	45 15%	43 17%	47 17%	27 11%	37 24%	6 11%	12 13%	112 18%	59 13%	127 17%	44 13%	
		b		efg	f				ij			lmn						q				v				
Neither a good nor bad job [0]	305 28%	142 27%	161 30%	27 22%	43 22%	43 22%	65 33%	126 35%	70 22%	108 28%	126 35%	39 21%	74 22%	81 31%	111 37%	67 26%	91 33%	64 26%	39 26%	15 29%	29 31%	175 29%	130 28%	187 26%	118 34%	
							cde	cde			hi			kl	kl							w				
Fairly bad job [-1]	127 12%	69 13%	57 11%	13 11%	20 10%	28 15%	23 12%	43 12%	34 10%	51 13%	43 12%	17 9%	45 14%	33 13%	32 11%	35 14%	30 11%	31 13%	14 9%	10 19%	8 8%	66 11%	61 13%	96 13%	32 9%	
Very bad job [-2]	108 10%	64 12%	42 8%	9 7%	15 7%	10 5%	23 12%	51 14%	24 7%	34 9%	51 14%	12 6%	22 7%	34 13%	40 14%	26 10%	19 7%	28 11%	17 11%	5 9%	13 14%	51 8%	57 12%	75 10%	33 10%	
		b				e		de	hi			kl		kl	kl						p					
Don't know	325 30%	112 21%	206 38%	30 24%	73 36%	86 45%	57 29%	78 22%	103 32%	144 37%	78 22%	57 31%	132 40%	74 28%	62 21%	77 30%	86 31%	84 34%	33 22%	15 28%	30 33%	182 30%	143 31%	214 29%	111 32%	
		a		cg	cg	cfg			j	j		n	kmn			r										
NET: GOOD JOB	210 20%	139 26%	71 13%	44 36%	49 24%	26 13%	29 14%	63 17%	93 29%	54 14%	63 17%	61 33%	58 17%	39 15%	53 18%	49 19%	54 19%	38 15%	49 32%	7 15%	12 14%	135 22%	75 16%	159 22%	51 15%	
		b		defg	ef				ij			lmn						opqs	t			v		x		
NET: BAD JOB	236 22%	133 25%	99 18%	22 18%	35 18%	39 20%	46 23%	94 26%	57 18%	85 22%	94 26%	29 16%	67 20%	67 26%	73 24%	61 24%	49 17%	59 24%	31 20%	15 29%	21 23%	118 19%	118 25%	171 23%	65 19%	
		b						d			h		k	k	k							u				
Mean	-0.13	-0.08	-0.18	0.25 efg	0.07 fg	-0.21	-0.24	-0.25	0.14 ij	-0.23	-0.25	0.26 lm n	-0.12	-0.28	-0.22		-0.18	-0.04	-0.24	0.11 oq t	-0.27	-0.34	-0.03 v	-0.26	-0.11	-0.17

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

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Table 2
Q1 - 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: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
Very good job [+2]	39 4%	18 5%	22 3%	30 3%	9 7%	27 4%	11 3%	1 1%	7 3%	11 3%	9 4%	12 5%	18 5%	21 3%	7 5%	23 7%	2 2%	5 2%	17 4%	14 4%
Fairly good job [+1]	171 16%	84 22%	87 12%	134 14%	36 29%	107 17%	52 15%	11 11%	34 17%	54 14%	35 15%	48 18%	68 20%	102 14%	21 15%	93 27%	18 18%	20 8%	94 22%	39 11%
Neither a good nor bad job [0]	305 28%	106 28%	199 29%	259 28%	41 34%	183 29%	89 26%	33 33%	62 30%	112 30%	72 31%	58 22%	86 25%	219 30%	50 35%	105 31%	32 33%	61 26%	128 30%	100 27%
Fairly bad job [-1]	127 12%	45 12%	83 12%	117 13%	9 7%	89 14%	32 9%	7 7%	14 7%	44 12%	31 13%	38 15%	48 14%	80 11%	23 16%	30 9%	7 8%	48 20%	40 9%	62 17%
Very bad job [-2]	108 10%	27 7%	81 12%	97 10%	8 7%	54 9%	44 13%	10 10%	22 11%	44 12%	24 10%	18 7%	19 5%	90 12%	20 14%	13 4%	6 6%	44 18%	20 5%	61 17%
Don't know	325 30%	102 27%	223 32%	294 32%	19 16%	172 27%	117 34%	36 37%	65 32%	113 30%	61 26%	86 33%	104 30%	222 30%	21 15%	82 24%	32 33%	62 26%	122 29%	91 25%
NET: GOOD JOB	210 20%	102 27%	108 16%	164 18%	45 37%	135 21%	63 18%	13 13%	41 20%	65 17%	44 19%	60 23%	87 25%	123 17%	28 20%	115 33%	20 21%	24 10%	112 27%	53 14%
NET: BAD JOB	236 22%	72 19%	164 24%	214 23%	17 14%	143 23%	76 22%	17 17%	37 18%	88 23%	55 24%	56 21%	66 19%	170 23%	43 30%	43 12%	13 14%	91 38%	60 14%	122 33%
Mean	-0.13	0.07 b	-0.24	-0.18	0.28 c	-0.08	-0.2	-0.22	-0.08	-0.21	-0.15	-0.01	0.09 m	-0.22	-0.22 q	0.31 nq	0.06 q	-0.6	0.16 s	-0.42

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

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Table 3

Q1 - 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: All adults aged 18-75 in Great Britain

	TOTAL	PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
		GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIGHT HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
Very good job [+2]	39 4%	39 19% b	- -	23 6%	11 3%	1 3%	21 4%	18 3%	17 7% i	19 3%	14 18% k	19 2%
Fairly good job [+1]	171 16%	171 81% b	- -	91 23% d	43 13%	6 16%	89 19% g	72 13%	64 25% i	85 13%	26 33% k	120 14%
Neither a good nor bad job [0]	305 28%	- -	- -	115 29%	95 28%	15 37%	131 28%	157 29%	70 27%	188 28%	19 24%	254 29%
Fairly bad job [-1]	127 12%	- -	127 54% a	47 12%	55 16%	1 3%	49 11%	74 14%	30 12%	81 12%	6 8%	105 12%
Very bad job [-2]	108 10%	- -	108 46% a	27 7%	48 14% c	4 9%	47 10%	53 10%	19 7%	76 11%	4 5%	95 11%
Don't know	325 30%	- -	- -	96 24%	93 27%	13 32%	133 28%	171 31%	61 23%	213 32% h	9 12%	283 32% j
NET: GOOD JOB	210 20%	210 100% b	- -	114 29% d	54 16%	7 18%	110 23% g	90 16%	82 31% i	103 16%	41 52% k	140 16%
NET: BAD JOB	236 22%	- -	236 100% a	73 18% c	103 30%	5 12%	97 21%	128 23%	50 19%	157 24%	10 13%	200 23% j
Mean	-0.13	1.19 b	-1.46	0.12 d	-0.34	-0.01	-0.04	-0.2	0.14 i	-0.25	0.58 k	-0.23

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 4
Q2 - Before today, how much would you say you knew about weight loss injections?

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
A great deal [4]	47	26	20	9	12	8	7	10	22	15	10	13	16	11	6	15	7	8	14	1	1	22	24	41	6
	4%	5%	4%	8%	6%	4%	4%	3%	7%	4%	3%	7%	5%	4%	2%	6%	3%	3%	9%	2%	1%	4%	5%	6%	2%
				g					j			n							pqt					x	
A fair amount [3]	273	123	145	49	73	47	45	59	122	92	59	67	102	54	51	61	77	61	50	6	18	141	131	218	55
	25%	23%	27%	40%	36%	24%	23%	16%	38%	24%	16%	36%	31%	21%	17%	24%	28%	25%	33%	12%	19%	23%	28%	30%	16%
				efg	efg	g			ij	j		mn	mn				s		st					x	
Not very much [2]	454	224	224	37	79	78	78	183	116	156	183	67	127	112	148	101	113	106	53	33	50	279	175	284	170
	42%	43%	42%	30%	39%	40%	40%	51%	36%	40%	51%	36%	38%	43%	50%	40%	40%	43%	35%	64%	54%	46%	38%	39%	49%
				cdef					hi			kl							opqr		opr	v		w	
Nothing at all [1]	234	128	104	16	26	39	52	101	41	91	101	26	54	67	87	61	61	50	29	10	23	134	99	145	89
	22%	24%	19%	13%	13%	20%	26%	28%	13%	23%	28%	14%	16%	26%	29%	24%	22%	21%	19%	20%	24%	22%	21%	20%	26%
				cd				cd	h			kl			kl							w			
Don't know	68	23	44	12	11	21	15	8	23	37	8	14	31	17	7	17	22	20	6	2	1	32	36	43	25
	6%	4%	8%	10%	6%	11%	8%	2%	7%	9%	2%	7%	9%	6%	2%	7%	8%	8%	4%	3%	1%	5%	8%	6%	7%
				g		g	g		j	j		n	n	n			t	t							
NET: KNOW GREAT DEAL/ FAIR AMOUNT	320	149	165	58	85	55	52	69	143	107	69	80	118	65	56	76	85	69	64	7	19	164	156	258	61
	30%	28%	31%	47%	42%	29%	26%	19%	44%	27%	19%	43%	36%	25%	19%	30%	30%	28%	42%	13%	21%	27%	33%	35%	18%
				efg	efg	g			ij	j		mn	mn			s	s	s	opqs			u		x	
NET: KNOW ANYTHING	774	374	389	95	164	133	130	252	259	263	252	147	245	177	205	177	197	175	117	40	69	443	331	542	232
	72%	71%	73%	77%	82%	69%	66%	70%	80%	67%	70%	79%	74%	68%	69%	69%	70%	71%	77%	77%	74%	73%	71%	74%	67%
				f	efg				ij			mn												x	
Mean	2.13	2.1	2.17	2.47	2.38	2.14	2.04	1.94	2.41	2.09	1.94	2.39	2.27	2.04	1.92	2.12	2.12	2.12	2.34	1.95	1.97	2.09	2.19	2.22	1.93
				efg	efg	g			ij	j		mn	mn						opq					x	
																		st							

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

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Table 5
Q2 - Before today, how much would you say you knew about weight loss injections?

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
A great deal [4]	47	24	23	34	12	27	16	3	3	14	14	15	15	32	9	19	4	10	14	16
	4%	6%	3%	4%	10%	4%	5%	4%	2%	4%	6%	6%	4%	4%	6%	5%	4%	4%	3%	4%
		b		c						h	h									
A fair amount [3]	273	115	158	217	50	154	101	18	48	77	64	84	113	159	44	103	28	56	129	68
	25%	30%	23%	23%	41%	24%	29%	18%	23%	20%	28%	32%	33%	22%	31%	30%	29%	23%	31%	18%
		b		c			g				i		m						s	
Not very much [2]	454	159	295	413	34	273	135	46	94	173	99	88	128	327	62	142	41	101	184	170
	42%	42%	43%	44%	28%	43%	39%	46%	46%	46%	42%	34%	37%	45%	44%	41%	43%	43%	44%	46%
				d					k	k				l						
Nothing at all [1]	234	67	167	213	15	137	69	28	50	95	42	47	54	180	23	66	22	59	79	97
	22%	17%	24%	23%	12%	22%	20%	28%	25%	25%	18%	18%	16%	24%	16%	19%	23%	25%	19%	27%
		a		d					k					l					r	
Don't know	68	17	52	55	11	40	24	4	8	20	14	26	32	36	4	16	1	13	14	16
	6%	4%	7%	6%	9%	6%	7%	4%	4%	5%	6%	10%	9%	5%	3%	5%	1%	5%	3%	4%
		a										hi	m							
NET: KNOW GREAT DEAL/ FAIR AMOUNT	320	139	180	251	62	181	117	21	51	91	78	99	128	191	53	122	31	66	143	84
	30%	37%	26%	27%	51%	29%	34%	22%	25%	24%	34%	38%	37%	26%	37%	35%	33%	28%	34%	23%
		b		c			g				i	hi	m						s	
NET: KNOW ANYTHING	774	298	476	663	97	455	252	67	146	264	177	188	256	518	115	264	73	167	327	254
	72%	78%	68%	71%	79%	72%	73%	68%	71%	70%	76%	72%	75%	71%	81%	76%	75%	70%	78%	69%
		b													q				s	
Mean	2.13	2.27	2.06	2.08	2.53	2.12	2.2	1.97	2.02	2.03	2.23	2.29	2.29	2.06	2.28	2.23	2.13	2.08	2.19	2.01
		b		c			g				hi	hi	m		q				s	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

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Table 6

Q2 - Before today, how much would you say you knew about weight loss injections?

Base: All adults aged 18-75 in Great Britain

	TOTAL	PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
		GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
A great deal [4]	47	21	11	32	13	2	22	23	28	17	18	25
	4%	10%	5%	8%	4%	4%	5%	4%	11%	3%	23%	3%
		b		d					i		k	
A fair amount [3]	273	76	64	136	79	7	124	136	101	139	43	187
	25%	36%	27%	34%	23%	17%	26%	25%	39%	21%	55%	21%
				d					i		k	
Not very much [2]	454	78	95	152	155	20	193	233	84	306	14	399
	42%	37%	40%	38%	45%	49%	41%	43%	32%	46%	18%	46%
									h		j	
Nothing at all [1]	234	30	56	71	82	8	101	121	38	158	3	213
	22%	14%	24%	18%	24%	21%	21%	22%	15%	24%	4%	24%
			a						h		j	
Don't know	68	4	10	8	18	3	31	31	10	42	1	51
	6%	2%	4%	2%	5%	9%	6%	6%	4%	6%	1%	6%
				c								
NET: KNOW GREAT DEAL/ FAIR AMOUNT	320	98	75	168	91	9	146	159	129	156	61	212
	30%	47%	32%	42%	26%	21%	31%	29%	49%	24%	77%	24%
		b		d					i		k	
NET: KNOW ANYTHING	774	176	170	320	246	28	339	393	213	462	75	611
	72%	84%	72%	80%	71%	70%	72%	72%	81%	70%	95%	70%
		b		d					i		k	
Mean	2.13	2.43	2.14	2.33	2.07	2.05	2.15	2.12	2.47	2.02	2.97	2.03
		b		d					i		k	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 7
Q3 - Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
Yes - me personally	48	27	21	13	15	9	7	3	28	16	3	18	19	8	3	20	9	10	8	1	-	19	29	39	8
	4%	5%	4%	11%	8%	5%	3%	1%	9%	4%	1%	10%	6%	3%	1%	8%	3%	4%	5%	2%	-	3%	6%	5%	2%
				fg	g	g			ij	j		mn	n			pt			t			u		x	
Yes - friends or family	127	62	65	24	31	37	12	24	55	49	24	32	60	20	15	33	29	29	18	6	11	71	57	105	23
	12%	12%	12%	19%	15%	19%	6%	7%	17%	13%	7%	17%	18%	8%	5%	13%	10%	12%	12%	12%	11%	12%	12%	14%	7%
				fg	fg	fg			j	j		mn	mn											x	
No	855	412	432	79	146	135	169	325	225	305	325	124	236	221	274	194	230	192	119	42	78	488	367	560	295
	79%	78%	80%	64%	73%	70%	86%	90%	70%	78%	90%	67%	71%	85%	92%	76%	82%	79%	78%	81%	84%	80%	79%	77%	85%
							cde	cde		h	hi			kl	klm										w
Don't know	50	26	22	8	9	13	9	10	17	23	10	12	19	13	7	11	11	14	8	3	4	30	20	31	19
	5%	5%	4%	7%	5%	7%	5%	3%	5%	6%	3%	6%	6%	5%	2%	4%	4%	6%	5%	5%	4%	5%	4%	4%	6%
						g																			
Prefer not to say	5	4	1	1	4	1	-	-	5	1	-	4	2	-	-	-	2	1	3	-	-	4	2	5	-
	1%	1%	*	1%	2%	*	-	-	1%	*	-	2%	*	-	-	-	1%	*	2%	-	-	1%	*	1%	-
					g				j			mn							o						
NET: YES	165	83	82	35	42	44	19	25	77	63	25	47	74	28	16	50	37	38	22	7	11	87	78	134	31
	15%	16%	15%	28%	21%	23%	10%	7%	24%	16%	7%	25%	22%	11%	6%	20%	13%	15%	15%	14%	11%	14%	17%	18%	9%
				fg	fg	fg			ij	j		mn	mn	n										x	

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 8
Q3 - Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
Yes - me personally	48	17	31	37	11	31	11	5	8	13	11	16	25	23	5	23	2	8	24	8
	4%	4%	4%	4%	9% c	5%	3%	5%	4%	3%	5%	6%	7% m	3%	3%	7%	2%	3%	6% s	2%
Yes - friends or family	127	48	79	107	19	84	31	13	14	37	38	38	62	65	20	49	14	21	66	31
	12%	13%	11%	11%	15%	13%	9%	13%	7%	10%	16% hi	15% h	18% m	9%	14%	14%	14%	9%	16% s	8%
No	855	299	557	754	84	496	282	78	171	319	174	192	239	617	116	265	75	200	324	313
	79%	78%	80%	81% d	69%	78%	82%	78%	83% jk	84% jk	75%	74%	70%	84% l	82%	77%	78%	84% o	77% r	85%
Don't know	50	19	31	39	10	26	20	4	11	12	12	16	21	30	4	11	5	9	14	15
	5%	5%	4%	4%	8%	4%	6%	4%	5%	3%	5%	6%	6%	4%	3%	3%	6%	4%	3%	4%
Prefer not to say	5	3	3	3	-	2	3	-	2	-	2	2	2	3	-	-	-	2	-	-
	1%	1%	*	*	-	*	1%	-	1%	-	1%	1%	1%	*	-	-	-	1%	-	-
NET: YES	165	61	104	135	28	107	40	17	21	47	45	51	81	84	22	69	15	28	83	38
	15%	16%	15%	14%	23% c	17% f	12%	17%	10%	12%	19% hi	20% hi	24% m	11%	16%	20% q	16%	12%	20% s	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
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30 Oct 2024

Table 9

Q3 - Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?

Base: All adults aged 18-75 in Great Britain

	TOTAL	PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
		GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
Yes - me personally	48	27	3	29	11	1	14	33	34	7	17	13
	4%	13%	1%	7%	3%	3%	3%	6%	13%	1%	22%	1%
		b		d				f	i		k	
Yes - friends or family	127	32	22	73	32	6	42	79	60	55	29	79
	12%	15%	9%	18%	9%	14%	9%	15%	23%	8%	37%	9%
				d				f	i		k	
No	855	152	203	285	295	33	388	419	159	581	33	753
	79%	72%	86%	72%	85%	83%	82%	77%	61%	88%	42%	86%
		a		c			g			h		j
Don't know	50	5	6	18	9	-	25	20	13	20	2	33
	5%	2%	3%	4%	2%	-	5%	4%	5%	3%	3%	4%
Prefer not to say	5	-	2	-	1	-	4	2	4	1	2	2
	1%	-	1%	-	*	-	1%	*	1%	*	2%	*
									i		k	
NET: YES	165	53	25	96	42	7	54	104	87	60	42	88
	15%	25%	11%	24%	12%	17%	11%	19%	33%	9%	53%	10%
		b		d				f	i		k	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
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30 Oct 2024

Table 10
Q4 - Which of the following statements comes closest to your view?

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
The NHS should be offering weight loss injections to people who are obese, even if there is an immediate cost to the NHS	399	215	177	53	66	71	80	129	120	150	129	71	120	104	104	103	105	74	68	16	33	239	159	284	115
	37%	41% b	33%	43%	33%	37%	40%	36%	37%	38%	36%	38%	36%	40%	35%	40% q	37%	30%	44% q	30%	36%	39%	34%	39%	33%
The NHS should not be offering weight loss injections to people who are obese, even if this means that people stay obese	346	168	176	40	69	54	59	124	109	113	124	63	100	82	101	88	77	94	40	17	30	193	153	236	109
	32%	32%	33%	33%	34%	28%	30%	34%	34%	29%	34%	34%	30%	31%	34%	35%	27%	38% pr	26%	34%	32%	32%	33%	32%	32%
Neither of these	156	61	93	18	24	34	31	48	43	65	48	28	48	35	44	34	45	31	23	13	10	84	72	93	62
	14%	12%	17%	15%	12%	18%	16%	13%	13%	17%	13%	15%	15%	13%	15%	13%	16%	13%	15%	24% q	11%	14%	15%	13%	18% w
Don't know	176	82	91	11	42	35	28	61	53	62	61	25	63	39	49	31	54	46	21	6	19	93	83	117	59
	16%	16%	17%	9%	21% c	18% c	14%	17% c	16%	16%	17%	13%	19%	15%	17%	12%	19% o	19%	14%	12%	21%	15%	18%	16%	17%

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
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30 Oct 2024

Table 11
Q4 - Which of the following statements comes closest to your view?

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
The NHS should be offering weight loss injections to people who are obese, even if there is an immediate cost to the NHS	399	167	231	338	55	226	134	39	80	136	88	95	129	269	54	166	47	76	196	117
	37%	44% b	33%	36%	45%	36%	39%	40%	39%	36%	38%	36%	38%	37%	38%	48% q	49% q	32%	46% s	32%
The NHS should not be offering weight loss injections to people who are obese, even if this means that people stay obese	346	110	236	309	31	217	98	31	64	126	74	82	116	230	57	84	22	102	111	148
	32%	29%	34%	33%	25%	34%	28%	31%	31%	33%	32%	32%	34%	31%	40% op	24%	23%	43% op	26%	40% r
Neither of these	156	52	103	131	21	100	40	15	21	54	33	47	51	104	21	50	10	24	53	45
	14%	14%	15%	14%	17%	16%	11%	16%	10%	14%	14%	18% h	15%	14%	14%	14%	10%	10%	13%	12%
Don't know	176	52	124	153	15	89	74	13	40	62	37	37	46	130	11	45	17	36	61	58
	16%	14%	18%	16%	13%	14%	21% e	13%	19%	16%	16%	14%	13%	18%	8%	13%	18% n	15% n	14%	16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 12

Q4 - Which of the following statements comes closest to your view?

Base: All adults aged 18-75 in Great Britain

	TOTAL	PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
		GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
The NHS should be offering weight loss injections to people who are obese, even if there is an immediate cost to the NHS	399	114	73	399	-	11	156	230	178	176	56	298
	37%	54% b	31%	100% d	-	28%	33%	42% f	68% i	27%	71% k	34%
The NHS should not be offering weight loss injections to people who are obese, even if this means that people stay obese	346	54	103	-	346	17	167	158	40	276	8	315
	32%	26%	44% a	-	100% c	44%	36% g	29%	15%	42% h	10%	36% j
Neither of these	156	18	33	-	-	6	70	73	17	107	6	127
	14%	8%	14%	-	-	16%	15%	13%	7%	16% h	7%	15%
Don't know	176	24	26	-	-	5	77	84	26	102	9	135
	16%	11%	11%	-	-	13%	16%	15%	10%	15% h	11%	15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 13
Q5 - Which of the following statements best describes you?

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
I think I am underweight	40	16	24	9	9	5	5	12	18	10	12	13	11	5	11	7	10	8	10	1	3	19	21	27	12
	4%	3%	5%		5%	3%	2%	3%	6%	3%	3%	7%	3%	2%	4%	3%	4%	3%	6%	1%	3%	3%	5%	4%	4%
				f								m													
I think I am a healthy weight	471	239	227	82	103	73	68	144	185	141	144	118	140	89	124	107	126	103	79	17	39	301	170	330	141
	44%	46%	42%	67%	51%	38%	35%	40%	57%	36%	40%	63%	42%	34%	41%	42%	45%	42%	52%	33%	42%	49%	36%	45%	41%
				defg	efg				ij			lmn							s			v			
I think I am slightly overweight	301	152	145	17	45	70	58	111	62	128	111	31	102	80	89	81	72	72	33	19	23	151	150	204	98
	28%	29%	27%	14%	23%	36%	29%	31%	19%	33%	31%	17%	31%	31%	30%	32%	26%	29%	22%	38%	25%	25%	32%	28%	28%
				cd		c	c		h		h	k		k	k	r			r			u			
I think I am overweight	172	83	85	10	23	28	46	65	33	74	65	13	48	60	51	37	50	40	21	9	16	86	86	113	59
	16%	16%	16%	8%	11%	15%	23%	18%	10%	19%	18%	7%	14%	23%	17%	14%	18%	16%	14%	17%	18%	14%	18%	15%	17%
				cde		c																			
I think I am obese	71	25	45	3	12	11	15	29	15	27	29	7	20	22	22	16	18	16	6	6	9	38	32	40	31
	7%	5%	8%	3%	6%	6%	8%	8%	5%	7%	8%	4%	6%	8%	8%	6%	6%	7%	4%	11%	10%	6%	7%	5%	9%
			a				c															w			
Don't know	12	5	5	1	5	4	2	*	6	5	*	1	9	2	*	4	2	3	1	-	2	8	4	11	*
	1%	1%	1%	*	3%	2%	1%	*	2%	1%	*	*	3%	1%	*	2%	1%	1%	*	-	2%	1%	1%	2%	*
				g		g			j			n		n											
Prefer not to say	9	5	5	1	3	2	3	-	4	5	-	4	2	3	-	3	2	2	2	-	-	6	3	5	4
	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	-	2%	1%	1%	-	1%	1%	1%	2%	-	-	1%	1%	1%	1%
				g		g			j			n													
NET: OVERWEIGHT	544	260	276	30	80	109	120	205	110	229	205	51	169	162	163	134	139	128	60	34	49	275	269	356	188
	51%	50%	51%	25%	40%	57%	60%	57%	34%	59%	57%	27%	51%	62%	55%	52%	50%	52%	40%	65%	53%	45%	58%	49%	54%
				c	cd	cd	cd	cd	h	h	h	k		kl	k	r		r		r		u			

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 14
Q5 - Which of the following statements best describes you?

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
I think I am underweight	40 4%	10 3%	30 4%	34 4%	6 5%	18 3%	19 5%	3 3%	7 4%	12 3%	9 4%	12 4%	13 4%	27 4%	10 7%	15 4%	3 3%	5 2%	11 3%	13 4%
I think I am a healthy weight	471 44%	181 48%	289 42%	389 42%	70 57%	256 41%	177 51%	38 38%	94 46%	168 44%	85 37%	123 47%	148 43%	323 44%	67 47%	150 44%	34 36%	100 42%	178 42%	138 38%
I think I am slightly overweight	301 28%	100 26%	202 29%	268 29%	26 21%	195 31%	77 22%	30 30%	47 23%	106 28%	77 33%	71 27%	109 32%	193 26%	38 27%	93 27%	33 35%	76 32%	112 27%	126 34%
I think I am overweight	172 16%	61 16%	111 16%	158 17%	12 10%	107 17%	44 13%	21 22%	36 17%	58 15%	43 19%	35 13%	51 15%	121 16%	18 13%	65 19%	20 21%	33 14%	85 20%	56 15%
I think I am obese	71 7%	22 6%	49 7%	67 7%	4 3%	47 7%	17 5%	7 7%	13 6%	30 8%	13 6%	15 6%	14 4%	57 8%	8 5%	17 5%	6 6%	20 8%	31 7%	29 8%
Don't know	12 1%	4 1%	8 1%	9 1%	2 2%	6 1%	6 2%	-	2 1%	4 1%	3 1%	3 1%	6 2%	6 1%	1 *	1 *	-	3 1%	1 *	3 1%
Prefer not to say	9 1%	3 1%	6 1%	6 1%	3 2%	4 1%	6 2%	-	5 3%	-	2 1%	2 1%	2 1%	7 1%	-	4 1%	-	2 1%	3 1%	2 1%
NET: OVERWEIGHT	544 51%	182 48%	362 52%	494 53%	42 34%	348 55%	138 40%	59 59%	96 47%	195 51%	133 57%	121 46%	174 51%	371 51%	64 45%	175 51%	59 62%	129 54%	227 54%	210 57%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

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Table 15

Q5 - Which of the following statements best describes you?

Base: All adults aged 18-75 in Great Britain

		PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
	TOTAL	GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
I think I am underweight	40	7	5	11	17	40	-	-	5	30	2	31
	4%	3%	2%	3%	5%	100%	-	-	2%	5%	3%	4%
I think I am a healthy weight	471	110	97	156	167	-	471	-	86	331	40	385
	44%	52%	41%	39%	48%	-	100%	-	33%	50%	51%	44%
		b		c			g			h		
I think I am slightly overweight	301	57	72	108	110	-	-	301	70	191	14	254
	28%	27%	31%	27%	32%	-	-	55%	27%	29%	18%	29%
							f				j	
I think I am overweight	172	26	42	86	35	-	-	172	65	79	10	144
	16%	12%	18%	22%	10%	-	-	32%	25%	12%	12%	16%
				d			f		i			
I think I am obese	71	7	14	35	13	-	-	71	32	20	12	53
	7%	3%	6%	9%	4%	-	-	13%	12%	3%	15%	6%
				d			f		i		k	
Don't know	12	2	5	1	1	-	-	-	-	6	-	6
	1%	1%	2%	*	*	-	-	-	-	1%	-	1%
Prefer not to say	9	1	2	1	3	-	-	-	3	3	1	3
	1%	*	1%	*	1%	-	-	-	1%	*	1%	*
NET: OVERWEIGHT	544	90	128	230	158	-	-	544	168	291	36	450
	51%	43%	54%	58%	46%	-	-	100%	64%	44%	46%	51%
		a		d			f		i			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 16

Q6 - How likely or unlikely would you be to use weight loss injections in the future? SUMMARY TABLE

Base: All adults aged 18-75 in Great Britain

	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
UNWEIGHTED BASE	1076	1076
WEIGHTED BASE	1076	1076
Very likely [+2]	123 11%	22 2%
Fairly likely [+1]	139 13%	57 5%
Neither likely nor unlikely [0]	101 9%	91 8%
Fairly unlikely [-1]	149 14%	111 10%
Very unlikely [-2]	512 48%	764 71%
Don't know	46 4%	25 2%
Prefer not to say	5 1%	6 1%
NET: LIKELY	262 24%	79 7%
NET: UNLIKELY	661 61%	875 81%
Mean	-0.77	-1.47

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Table 17
Q6 - How likely or unlikely would you be to use weight loss injections in the future? If they were provided by the NHS

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
Very likely [+2]	123	61	61	21	28	26	19	29	49	45	29	27	48	26	23	31	31	29	20	6	6	62	61	88	35
	11%	12%	11%	17%	14%	13%	9%	8%	15%	11%	8%	14%	14%	10%	8%	12%	11%	12%	13%	11%	6%	10%	13%	12%	10%
				fg					j			n	n												
Fairly likely [+1]	139	83	55	30	36	24	25	25	66	49	25	41	49	34	16	29	38	31	23	5	13	77	62	109	31
	13%	16%	10%	24%	18%	12%	13%	7%	20%	13%	7%	22%	15%	13%	5%	11%	14%	13%	15%	10%	14%	13%	13%	15%	9%
		b		efg	g	g	g		ij	j		mn	n	n					q	q	q			x	
Neither likely nor unlikely [0]	101	52	47	11	20	19	18	34	31	37	34	18	31	21	30	23	25	13	18	9	12	57	44	74	27
	9%	10%	9%	9%	10%	10%	9%	9%	9%	9%	9%	10%	9%	8%	10%	9%	9%	5%	12%	17%	13%	9%	9%	10%	8%
Fairly unlikely [-1]	149	63	83	14	32	24	27	53	46	51	53	22	47	39	41	42	37	30	17	7	15	98	52	97	52
	14%	12%	15%	11%	16%	12%	14%	15%	14%	13%	15%	12%	14%	15%	14%	17%	13%	12%	11%	14%	17%	16%	11%	13%	15%
Very unlikely [-2]	512	241	267	43	76	86	95	212	119	181	212	69	135	125	182	118	129	134	66	23	40	291	220	333	179
	48%	46%	50%	35%	38%	44%	48%	59%	37%	46%	59%	37%	41%	48%	61%	46%	46%	55%	44%	45%	44%	48%	47%	46%	52%
							c	cdef		h	hi			k	klm						v				
Don't know	46	25	19	4	6	14	13	9	10	27	9	7	18	15	7	11	16	6	7	1	6	21	25	25	21
	4%	5%	4%	3%	3%	7%	6%	2%	3%	7%	2%	3%	5%	6%	2%	4%	6%	3%	4%	2%	6%	3%	5%	3%	6%
				g		g	g		h																
Prefer not to say	5	-	4	1	3	-	1	-	4	1	-	2	2	1	-	-	3	1	1	-	-	3	2	4	1
	1%	-	1%	1%	2%	-	1%	-	1%	*	-	1%	1%	1%	-	-	1%	*	1%	-	-	1%	*	1%	*
				g					j																
NET: LIKELY	262	143	117	50	64	50	44	54	114	94	54	68	97	59	39	60	69	60	43	11	19	139	123	197	65
	24%	27%	22%	41%	32%	26%	22%	15%	35%	24%	15%	36%	29%	23%	13%	24%	25%	24%	28%	21%	21%	23%	26%	27%	19%
				efg	fg	g	g		ij	j		mn	n	n										x	
NET: UNLIKELY	661	304	350	57	108	110	122	265	164	232	265	92	182	165	222	161	167	164	83	31	56	389	272	430	231
	61%	58%	65%	46%	54%	57%	62%	73%	51%	59%	73%	49%	55%	63%	75%	63%	59%	67%	55%	60%	60%	64%	58%	59%	67%
		a					c	cdef		h	hi			k	klm			r						w	
Mean	-0.77	-0.68	-0.86	-0.24	-0.48	-0.67	-0.84	-1.12	-0.39	-0.76	-1.12	-0.38	-0.56	-0.84	-1.18	-0.77	-0.75	-0.89	-0.6	-0.74	-0.82	-0.82	-0.7	-0.68	-0.96
				g	fg	g	g		ij	j		mn	mn	n									x		

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

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Table 18

Q6 - How likely or unlikely would you be to use weight loss injections in the future? If they were provided by the NHS

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
Very likely [+2]	123	45	77	102	18	65	43	15	24	33	31	35	53	70	10	46	18	28	49	35
	11%	12%	11%	11%	15%	10%	12%	15%	12%	9%	13%	13%	15%	10%	7%	13%	19%	12%	12%	10%
Fairly likely [+1]	139	56	83	103	32	78	49	13	25	31	38	45	69	70	13	57	12	19	65	32
	13%	15%	12%	11%	26%	12%	14%	13%	12%	8%	16%	17%	20%	10%	9%	16%	13%	8%	16%	9%
Neither likely nor unlikely [0]	101	38	63	86	15	76	18	7	15	33	27	27	37	64	10	41	7	25	36	40
	9%	10%	9%	9%	12%	12%	5%	8%	7%	9%	12%	10%	11%	9%	7%	12%	7%	10%	9%	11%
Fairly unlikely [-1]	149	60	89	137	12	90	51	8	30	66	24	30	38	112	26	60	14	25	72	44
	14%	16%	13%	15%	10%	14%	15%	8%	14%	17%	11%	11%	11%	15%	18%	18%	15%	10%	17%	12%
Very unlikely [-2]	512	164	348	456	43	300	161	51	95	204	104	108	129	383	81	128	42	135	182	202
	48%	43%	50%	49%	35%	47%	47%	51%	47%	54%	45%	42%	38%	52%	57%	37%	44%	57%	43%	55%
Don't know	46	18	28	43	1	21	21	5	14	12	7	14	14	32	2	13	3	4	16	12
	4%	5%	4%	5%	1%	3%	6%	5%	7%	3%	3%	5%	4%	4%	2%	4%	3%	2%	4%	3%
Prefer not to say	5	1	4	4	-	3	2	-	2	-	1	2	3	2	-	-	-	2	-	2
	1%	*	1%	*	-	1%	1%	-	1%	-	1%	1%	1%	*	-	-	-	1%	-	1%
NET: LIKELY	262	101	161	205	51	143	91	28	49	64	69	80	121	141	23	103	30	47	114	67
	24%	27%	23%	22%	42%	23%	26%	28%	24%	17%	30%	31%	35%	19%	16%	30%	32%	20%	27%	18%
NET: UNLIKELY	661	224	438	593	55	389	213	59	125	270	129	138	166	495	107	189	56	160	255	246
	61%	59%	63%	64%	45%	62%	62%	60%	61%	71%	55%	53%	49%	67%	75%	55%	59%	67%	61%	67%
Mean	-0.77	-0.66	-0.83	-0.84	-0.24	-0.79	-0.75	-0.71	-0.78	-1.03	-0.59	-0.54	-0.37	-0.95	-1.11	-0.51	-0.54	-0.95	-0.68	-0.98

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

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Table 19

Q6 - How likely or unlikely would you be to use weight loss injections in the future? If they were provided by the NHS

Base: All adults aged 18-75 in Great Britain

		PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
	TOTAL	GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
Very likely [+2]	123	36	25	90	17	4	37	81	123	-	45	63
	11%	17%	10%	23%	5%	11%	8%	15%	47%	-	57%	7%
				d			f		i		k	
Fairly likely [+1]	139	46	25	88	23	1	50	87	139	-	26	85
	13%	22%	11%	22%	7%	2%	11%	16%	53%	-	33%	10%
		b		d			f		i		k	
Neither likely nor unlikely [0]	101	21	20	33	24	5	32	58	-	-	4	58
	9%	10%	8%	8%	7%	12%	7%	11%	-	-	5%	7%
Fairly unlikely [-1]	149	32	27	64	43	2	56	90	-	149	4	137
	14%	15%	12%	16%	12%	4%	12%	16%	-	23%	5%	16%
										h	j	
Very unlikely [-2]	512	71	130	112	233	28	275	201	-	512	1	503
	48%	34%	55%	28%	67%	71%	58%	37%	-	77%	1%	57%
			a		c		g			h	j	
Don't know	46	4	7	11	7	-	18	25	-	-	-	30
	4%	2%	3%	3%	2%	-	4%	5%	-	-	-	3%
Prefer not to say	5	-	2	-	-	-	3	2	-	-	-	-
	1%	-	1%	-	-	-	1%	*	-	-	-	-
NET: LIKELY	262	82	50	178	40	5	86	168	262	-	71	147
	24%	39%	21%	45%	12%	13%	18%	31%	100%	-	90%	17%
		b		d			f		i		k	
NET: UNLIKELY	661	103	157	176	276	30	331	291	-	661	4	640
	61%	49%	66%	44%	80%	75%	70%	54%	-	100%	6%	73%
		a		c			g			h	j	
Mean	-0.77	-0.28	-0.94	-0.05	-1.33	-1.23	-1.07	-0.47	1.47	-1.77	1.4	-1.1
		b		d			f		i		k	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 20
Q6 - How likely or unlikely would you be to use weight loss injections in the future? If you needed to buy them from a private provider at a cost of around £180-£220 per month

Base: All adults aged 18-75 in Great Britain

	GENDER			AGE					AGE			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS	
	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)
UNWEIGHTED BASE	1076	530	532	151	180	189	209	347	331	398	347	208	312	277	279	256	279	248	149	51	93	645	431	710	366
WEIGHTED BASE	1076	525	537	123	201	193	198	361	324	391	361	186	330	261	298	255	280	245	152	51*	92*	610	466	730	346
	100%	49%	50%	11%	19%	18%	18%	34%	30%	36%	34%	17%	31%	24%	28%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%
Very likely [+2]	22	16	6	4	9	5	1	2	14	6	2	4	14	1	2	6	3	3	9	-	1	13	9	18	3
	2%	3%	1%	4%	5%	3%	1%	1%	4%	2%	1%	2%	4%	1%	1%	2%	1%	1%	6%	-	1%	2%	2%	3%	1%
		b		g	fg				j				mn					pq							
Fairly likely [+1]	57	33	24	17	18	9	5	9	35	13	9	27	17	7	6	13	13	13	12	4	2	34	22	45	12
	5%	6%	4%	14%	9%	4%	2%	3%	11%	3%	3%	14%	5%	3%	2%	5%	5%	5%	8%	8%	2%	6%	5%	6%	3%
		efg	fg						ij			lmn													
Neither likely nor unlikely [0]	91	54	36	13	30	23	13	12	43	36	12	23	43	18	7	26	27	20	12	2	4	48	43	79	12
	8%	10%	7%	11%	15%	12%	7%	3%	13%	9%	3%	12%	13%	7%	2%	10%	10%	8%	8%	3%	5%	8%	9%	11%	4%
				g	fg	g			j	j		n	mn	n										x	
Fairly unlikely [-1]	111	57	53	17	27	26	14	28	44	40	28	26	43	24	18	28	16	26	20	4	16	56	55	83	28
	10%	11%	10%	14%	13%	13%	7%	8%	14%	10%	8%	14%	13%	9%	6%	11%	6%	11%	13%	8%	18%	9%	12%	11%	8%
		g		g					j			p	n					p							
Very unlikely [-2]	764	357	398	66	108	126	155	309	174	282	309	95	205	201	263	179	208	176	92	41	68	443	321	484	280
	71%	68%	74%	53%	54%	65%	79%	85%	54%	72%	85%	51%	62%	77%	88%	70%	74%	72%	61%	80%	73%	73%	69%	66%	81%
		a		cd		cde		cde	h	hi		k	kl	klm		r	r	r		r				w	
Don't know	25	8	15	5	6	5	8	2	11	13	2	9	7	8	2	3	10	6	4	-	1	11	14	17	8
	2%	1%	3%	4%	3%	3%	4%	*	3%	3%	*	5%	2%	3%	1%	1%	3%	2%	3%	-	2%	2%	3%	2%	2%
		g		g	g	g	g		j	j		n		n											
Prefer not to say	6	1	4	1	3	-	2	-	4	2	-	2	2	2	-	-	3	1	2	-	-	3	3	4	2
	1%	*	1%	1%	2%	-	1%	-	1%	*	-	1%	1%	1%	-	-	1%	*	1%	-	-	1%	1%	1%	*
				g					j																
NET: LIKELY	79	49	29	21	27	13	6	11	48	19	11	31	30	9	8	19	16	16	21	4	2	48	31	63	15
	7%	9%	5%	17%	13%	7%	3%	3%	15%	5%	3%	17%	9%	3%	3%	7%	6%	6%	14%	8%	3%	8%	7%	9%	4%
		b		efg	fg				ij			lmn	mn					pqt						x	
NET: UNLIKELY	875	414	451	83	135	152	169	337	217	321	337	122	248	225	281	207	224	202	113	45	84	500	376	567	308
	81%	79%	84%	67%	67%	79%	86%	93%	67%	82%	93%	65%	75%	86%	94%	81%	80%	83%	74%	88%	91%	82%	81%	78%	89%
		a		cd		cd		cdef	h	hi		k	kl	klm						opr				w	
Mean	-1.47	-1.36	-1.58	-1.04	-1.08	-1.38	-1.69	-1.76	-1.07	-1.53	-1.76	-1.03	-1.27	-1.66	-1.8	-1.44	-1.54	-1.51	-1.2	-1.6	-1.64	-1.48	-1.46	-1.37	-1.69
		b		g	g	fg			ij	j		lm	mn	n					pq	t			x		

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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 21

Q6 - How likely or unlikely would you be to use weight loss injections in the future? If you needed to buy them from a private provider at a cost of around £180-£220 per month

Base: All adults aged 18-75 in Great Britain

	TOTAL	EDUCATION		ETHNICITY		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE	
		GRADUATES (a)	NON GRADUATES (b)	WHITE ETHNIC GROUP (c)	ETHNIC MINORITY GROUPS (d)	MARRIED /LIVING AS (e)	SINGLE (f)	WID/ DIV/ SEP (g)	1 (h)	2 (i)	3 (j)	4+ (k)	YES (l)	NO (m)	CONSERVATI VE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	REMAIN (r)	LEAVE (s)
UNWEIGHTED BASE	1076	567	509	911	143	624	355	97	217	370	226	263	342	734	143	368	102	227	454	332
WEIGHTED BASE	1076	382	694	932	122	632	345	99*	205	378	232	261	343	733	142	345	96*	238	421	367
	100%	35%	65%	87%	11%	59%	32%	9%*	19%	35%	22%	24%	32%	68%	13%	32%	9%*	22%	39%	34%
Very likely [+2]	22 2%	13 4% b	8 1%	16 2%	5 4%	16 2%	6 2%	1 1%	3 2%	4 1%	5 2%	9 3%	13 4% m	8 1%	2 2%	9 3%	3 3%	7 3%	14 3% s	3 1%
Fairly likely [+1]	57 5%	30 8% b	27 4%	37 4%	20 16% c	30 5%	22 6%	5 5%	9 4%	11 3%	13 6%	23 9% i	26 8% m	31 4%	5 4%	27 8%	8 9%	9 4%	21 5%	13 4%
Neither likely nor unlikely [0]	91 8%	35 9%	56 8%	73 8%	17 14% c	60 10%	27 8%	4 4%	11 6%	29 8%	30 13% h	20 8%	44 13% m	47 6%	6 4%	38 11% np	4 4%	17 7%	32 8%	24 7%
Fairly unlikely [-1]	111 10%	51 13% b	61 9%	98 11%	12 10%	70 11%	32 9%	10 10%	23 11%	29 8%	31 13% i	29 11%	49 14% m	62 9%	18 13%	43 13%	11 12%	18 8%	58 14% s	26 7%
Very unlikely [-2]	764 71%	242 63% a	522 75%	684 73% d	64 52%	441 70%	243 70%	80 81% ef	149 73%	298 79%	150 65%	167 64%	193 56%	571 78% l	110 77% o	223 65%	68 70%	181 76% o	291 69%	292 79% r
Don't know	25 2%	9 2%	16 2%	19 2%	4 3%	11 2%	14 4%	- -	6 3%	6 2%	1 1%	11 4% j	14 4% m	11 1%	1 1%	4 1%	3 3%	4 2%	3 1%	7 2%
Prefer not to say	6 1%	2 * 1%	4 1%	5 1%	- -	4 1%	2 1%	- -	3 1% i	- -	1 1%	2 1%	3 1%	3 *	- -	1 *	- -	2 1%	1 *	2 1%
NET: LIKELY	79 7%	43 11% b	35 5%	53 6%	25 20% c	46 7%	28 8%	6 6%	12 6%	16 4%	19 8%	32 12% hi	39 11% m	39 5%	7 5%	36 10%	11 11%	16 7%	35 8% s	16 4%
NET: UNLIKELY	875 81%	293 77% a	583 84%	782 84% d	76 62%	511 81%	275 80%	90 91% ef	173 84% k	327 86% jk	181 78%	195 75%	242 71%	633 86% l	128 90% o	266 77%	79 82%	199 83%	350 83%	318 87%
Mean	-1.47	-1.29 b	-1.57	-1.54	-0.93 c	-1.44	-1.47	-1.66	-1.56	-1.63	-1.34 hi	-1.3 hi	-1.18 m	-1.61	-1.62	-1.3 nq	-1.42	-1.54	-1.42 s	-1.65

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q - r/s
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



23-085423-43 - WEIGHT LOSS
25th - 28th OCTOBER 2024
INTERNAL/CLIENT USE ONLY - DRAFT
IPSOS

30 Oct 2024

Table 22

Q6 - How likely or unlikely would you be to use weight loss injections in the future? If you needed to buy them from a private provider at a cost of around £180-£220 per month

Base: All adults aged 18-75 in Great Britain

		PERCEPTION OF WES STREETING IN JOB ROLE		SHOULD NHS PROVIDE WEIGHT LOSS INJECTIONS		PERCEPTION OF WEIGHT			LIKELIHOOD TO USE IF PROVIDED BY NHS		LIKELIHOOD TO USE IF PRIVATE	
	TOTAL	GOOD JOB (a)	BAD JOB (b)	YES (c)	NO (d)	UNDERWEIG HT (e)	HEALTHY WEIGHT (f)	OVERWEIGHT (g)	LIKELY (h)	UNLIKELY (i)	LIKELY (j)	UNLIKELY (k)
UNWEIGHTED BASE	1076	230	228	420	334	37	481	538	271	651	90	864
WEIGHTED BASE	1076	210	236	399	346	40**	471	544	262	661	79*	875
	100%	20%	22%	37%	32%	4%**	44%	51%	24%	61%	7%*	81%
Very likely [+2]	22 2%	14 7% b	2 1%	17 4% d	2 1%	1 1%	9 2%	12 2%	19 7% i	1 *	22 28% k	- -
Fairly likely [+1]	57 5%	26 13% b	8 4%	39 10% d	6 2%	1 4%	31 7%	24 4%	52 20% i	3 1%	57 72% k	- -
Neither likely nor unlikely [0]	91 8%	27 13%	21 9%	37 9%	20 6%	6 15%	35 7%	44 8%	36 14% i	16 2%	- -	- -
Fairly unlikely [-1]	111 10%	29 14%	26 11%	56 14%	34 10%	2 4%	40 9%	70 13% f	52 20% i	47 7%	- -	111 13% j
Very unlikely [-2]	764 71%	110 53% a	173 73% a	241 61%	281 81% c	29 74%	345 73%	380 70%	95 36%	593 90% h	- -	764 87% j
Don't know	25 2%	3 1%	3 1%	7 2%	3 1%	1 2%	8 2%	13 2%	8 3% i	1 *	- -	- -
Prefer not to say	6 1%	- -	2 1%	1 *	- -	- -	3 1%	2 *	1 *	- -	- -	- -
NET: LIKELY	79 7%	41 19% b	10 4%	56 14% d	8 2%	2 5%	40 8%	36 7%	71 27% i	4 1%	79 100% k	- -
NET: UNLIKELY	875 81%	140 66% a	200 85% a	298 75% c	315 91% c	31 78%	385 82%	450 83%	147 56% h	640 97% h	- -	875 100% j
Mean	-1.47	-0.94 b	-1.56	-1.19 d	-1.71	-1.48	-1.48	-1.48	-0.6 i	-1.86	1.28 k	-1.87

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i - j/k

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Note: All adults aged 18-70 in Great Britain

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the terms Terms and Conditions



23-08423-00 - WEIGHT LOSS
29th - 28th OCTOBER 2020
INTERNAL/CLIENT USE ONLY - DRAFT

Wahlberg, K. 1996. *Journal of the American Academy of Child and Adolescent Psychiatry* 35: 1036-1042.

Executive summary

Base: All adults aged 18-70 in Great Britain

Category	Item ID	Production			Inventory			Monthly Sales			Customer Feedback			Operational Metrics			Financial Summary		
		Units Produced	Quality Score	Waste %	Stock Level	Min Stock	Max Stock	Jan	Feb	Mar	Rating	Comments	Defects	Lead Time (Days)	Cost (€)	Revenue (€)	Profit (€)		
Electronics	PROD-001	1500	92	2.1	500	100	900	120	110	130	4.5	Great quality	15	5	15000	18000	3000		
	PROD-002	800	88	1.8	250	50	400	90	85	95	4.2	Good	10	3	8000	9500	1500		
	PROD-003	2000	95	1.5	700	150	1000	180	170	190	4.8	Excellent	5	2	20000	24000	4000		
Clothing	PROD-004	3000	85	3.0	1000	200	800	250	230	270	3.8	Decent	25	8	30000	35000	5000		
	PROD-005	1200	90	2.5	400	80	320	110	105	115	4.3	Very Good	12	4	12000	14000	2000		
	PROD-006	1800	82	3.5	600	120	480	160	150	170	3.5	Average	30	10	18000	21000	3000		
Home Goods	PROD-007	900	91	2.0	300	60	240	80	75	85	4.6	High Quality	8	2	9000	10500	1500		
	PROD-008	1100	87	2.2	350	70	280	95	90	100	4.1	Good	11	3	11000	12500	1500		
	PROD-009	700	93	1.7	200	40	160	60	55	65	4.7	Excellent	6	1	7000	8000	1000		
Automotive	PROD-010	500	96	1.2	150	30	120	40	38	42	4.9	Top Quality	3	1	50000	55000	5000		
	PROD-011	600	94	1.4	180	36	140	48	45	51	4.7	Very Good	4	1	60000	66000	6000		
	PROD-012	400	97	1.1	120	24	90	30	28	32	5.0	Perfect	2	0	40000	44000	4000		
Food & Beverage	PROD-013	2500	89	2.8	800	160	640	200	190	210	4.0	Good Taste	18	6	25000	29000	4000		
	PROD-014	1800	86	3.2	600	120	480	150	140	160	3.9	Decent	22	7	18000	21000	3000		
	PROD-015	2200	90	2.6	700	140	560	180	170	190	4.4	Very Good	14	5	22000	26000	4000		
Health & Wellness	PROD-016	1000	93	1.9	300	60	240	80	75	85	4.6	High Quality	8	2	10000	11500	1500		
	PROD-017	1300	91	2.1	400	80	320	110	105	115	4.5	Good	10	3	13000	15000	2000		
	PROD-018	900	88	2.3	250	50	200	70	65	75	4.2	Good	12	4	9000	10500	1500		
Tools & Hardware	PROD-019	700	94	1.7	200	40	160	60	55	65	4.7	Excellent	6	1	7000	8000	1000		
	PROD-020	850	92	1.9	250	50	200	70	65	75	4.6	Very Good	7	2	8500	9500	1000		
	PROD-021	600	90	2.0	150	30	120	40	38	42	4.4	Good	9	3	6000	7000	1000		
Pet Supplies	PROD-022	1100	87	2.2	350	70	280	95	90	100	4.1	Good	11	3	11000	12500	1500		
	PROD-023	950	89	2.4	300	60	240	80	75	85	4.3	Good	10	3	9500	11000	1500		
	PROD-024	1200	85	2.6	400	80	320	110	105	115	4.0	Decent	12	4	12000	14000	2000		
Sports & Recreation	PROD-025	1400	90	2.5	450	90	360	120	115	125	4.4	Very Good	13	4	14000	16000	2000		
	PROD-026	1600	88	2.7	500	100	400	130	125	135	4.2	Good	15	5	16000	18000	2000		
	PROD-027	1300	91	2.1	400	80	320	110	105	115	4.5	Good	10	3	13000	15000	2000		
Books & Media	PROD-028	2000	9	2.9	600	120	480	160	150	170	3.6	Average	28	9	20000	23000	3000		
	PROD-029	1500	84	3.1	450	90	360	110	105	115	3.7	Decent	20	7	15000	17000	2000		
	PROD-030	1800	87	2.8	550	110	440	130	125	135	3.9	Decent	22	8	18000	21000	3000		
Miscellaneous	PROD-031	1000	80	4.0	300	60	240	80	75	85	3.0	Poor	35	15	10000	12000	2000		
	PROD-032	1200	83	3.8	350	70	280	95	90	100	3.2	Poor	30	12	12000	14000	2000		
	PROD-033	900	86	3.6	250	50	200	70	65	75	3.4	Poor	25	10	9000	11000	2000		
Seasonal Products	PROD-034	800	95	1.6	200	40	160	60	55	65	4.8	Excellent	5	1	8000	9000	1000		
	PROD-035	900	93	1.8	220	44	176	66	63	69	4.7	Excellent	6	1	9000	10000	1000		
	PROD-036	700	91	1.9	180	36	144	54	51	57	4.6	Excellent	5	1	7000	8000	1000		
New Arrivals	PROD-037	1100	89	2.7	320	64	256	88	84	92	4.3	Good	11	3	11000	12500	1500		
	PROD-038	1300	86	3.0	380	76	304	104	99	109	4.0	Decent	13	4	13000	15000	2000		
	PROD-039	1500	83	3.3	450	90	360	110	105	115	3.8	Decent	15	5	15000	17000	2000		
Special Editions	PROD-040	600	98	1.0	150	30	120	40	38	42	5.1	Perfect	2	0	6000	6600	600		
	PROD-041	700	96	1.1	170	34	136	46	44	48	5.0	Perfect	2	0	7000	7700	700		
	PROD-042	800	94	1.2	200	40	160	50	48	52	4.9	Perfect	2	0	8000	8800	800		
Limited Editions	PROD-043	500	99	0.8	120	24	96	30	28	32	5.2	Perfect	1	0	5000	5500	500		
	PROD-044	600	97	0.9	140	28	112	36	34	38	5.1	Perfect	1	0	6000	6600	600		
	PROD-045	700	95	1.0	160	32	128	40	38	42	5.0	Perfect	1	0	7000	7700	700		
Promotional Items	PROD-046	400	80	4.5	100	20	80	30	28	32	3.0	Poor	40	20	4000	4800	800		
	PROD-047	500	78	4.8	120	24	96	30	28	32	2.8	Poor	45	25	5000	6000	1000		
	PROD-048	600	75	5.0	150	30	120	35	33	37	2.5	Poor	50	30	6000	7200	1200		
Gift Sets	PROD-049	300	90	2.0	70	14	56	20	19	21	4.5	Good	7	2	3000	3600	600		
	PROD-050	400	88	2.2	90	18	72	25	24	26	4.3	Good	8	2	4000	4800	800		
	PROD-051	500	85	2.5	110	22	88	30	29	31	4.0	Good	9	3	5000	6000	1000		
Subscription Boxes	PROD-052	200	95	1.5	50	10	40	15	14	16	4.8	Excellent	4	1	2000	2400	400		
	PROD-053	300	93	1.7	70	14	56	20	19	21	4.6	Excellent	5	1	3000	3600	600		
	PROD-054	400	91	1.9	90	18	72	25	24	26	4.4	Excellent	6	1	4000	4800	800		
Collaborations	PROD-055	100	99	0.5	20	4	16	5	4	5	5.3	Perfect	1	0	1000	1100	100		
	PROD-056	200	97	0.6	40	8	32	10	9	11	5.2	Perfect	1	0	2000	2200	200		
	PROD-057	300	95	0.7	60	12	48	15	14	16	5.1	Perfect	1	0	3000	3300	300		
Charity Products	PROD-058	150	85	3.0	30	6	24	10	9	11	3.5	Decent	15	5	1500	1800	300		
	PROD-059	250	82	3.5	50	10	40	15	14	16	3.2	Decent	20	7	2500	3000	500		
	PROD-060	350	80	4.0	70	14	56	20	19	21	3.0	Decent	25	10	3500	4200	700		
Eco-Friendly	PROD-061	180	90	2.0	40	8	32	12	11	13	4.5	Good	6	2	1800	2160	360		
	PROD-062	280	88	2.2	60	12	48	18	17	19	4.3	Good	7	2	2800	3360	560		
	PROD-063	380	85	2.5	80	16	64	24	23	25	4.0	Good	8	3	3800	4560	760		
Smart Home	PROD-064	120	92	1.8	25	5	20	8	7	9	4.7	Excellent	3	1	1200	1440	240		
	PROD-065	220	90	2.0	50	10	40	15	14	16	4.5	Excellent	4	1	2200	2640	440		
	PROD-066	320	88	2.2	70	14	56	20	19	21	4.3	Excellent	5	1	3200	3840	640		
Garden & Outdoor	PROD-067	160	80	3.8	30	6	24	10	9	11	3.0	Decent	18	6	1600	1920	320		
	PROD-068	260	78	4.0	50	10	40	15	14	16	2.8	Decent	22	8	2600	3120	520		
	PROD-069	360	75	4.2	70	14	56	20	19	21	2.5	Decent	28	12	3600	4320	720		
Kids & Baby	PROD-070	140	88	2.5	30	6	24	10	9	11	4.2	Good	10	3	1400	1680	280		
	PROD-071	240	85	2.8	50	10	40	15	14	16	4.0	Good	12	4	2400	2880	480		
	PROD-072	340	82	3.0	70	14	56	20	19	21	3.8	Good	14	5	3400	4080	680		
Travel & Luggage	PROD-073	100	90	2.0	20	4	16	5	4	5	4.5	Good	5	1	1000	1200	200		
	PROD-074	200	88	2.2	40	8	32	10	9	11	4.3	Good	6	1	2000	2400	400		
	PROD-075	300	85	2.5	60	12	48	15	14	16	4.0	Good	7	2	3000	3600	600		
Pet Care	PROD-076	180	85	2.8	40	8	32	12	11	13	4.0	Good	8	3	1800	2160	360		
	PROD-077	280	82	3.0	60	12	48	18	17	19	3.8	Good	10	4	2800	3360	560		
	PROD-078	380	80	3.2	80	16	64	24	23	25	3.5	Good	12	5	3800	4560	760		
Fitness & Yoga	PROD-079	120	90	2.0	25	5	20	8	7	9	4.5	Excellent	3	1	1200	1440	240		
	PROD-080	220	88	2.2	50	10	40	15	14	16	4.3	Excellent	4	1	2200	2640	440		
	PROD-081	320	85	2.5	70	14	56	20	19	21	4.0	Excellent	5	1	3200	3840	640		
Home Decor	PROD-082	160	80	3.8	30	6	24	10	9	11	3.0	Decent	18	6	1600	1920	320		
	PROD-083	260	78	4.0	50	10	40	15	14	16	2.8	Decent	22	8	2600	3120	520		
	PROD-084	360	75	4.2	70	14	56	20	19	21	2.5	Decent	28	12	3600	4320	720		
Seasonal Decor	PROD-085	100	85	3.0	20	4	16	5	4	5	3.5	Decent	15	5	1000	1200	200		
	PROD-086	200	82	3.2	40	8	32	10	9	11	3.2	Decent	20	7	2000	2400	400		
	PROD-087	300	80	3.5	60	12	48	15	14	16	3.0	Decent	25	10	3000	3600	600		
Party Supplies	PROD-088	140	75	4.5	30	6	24	10	9	11	2.5	Poor	20	10	1400				

Percentages/Means: Columns Tested (5% risk level): a/b - c/d - e/f/g - h/i/j/k - l/m - n/o/p/q/r - s/t
 Degrees of freedom used: * small base

This statement drafted out in accordance with the requirements of the International Health Standard for animal exports, ISH 2000 and with the Annex Terms and Conditions



From 50 adults used 18.75 in Great Britain

Keywords: children's literature; gender inequality; gender equity