

24-089497-49 - 5th - 10th of December 2025

PUBLIC USE

Weight loss

Adults 18-75 GB

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

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote			Perception of weight						
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	GRADUATE	NON GRADUATE	WORKING	NOT WORKING	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Underweight	Healthy weight	Slightly overweight	Overweight	Obese	NET Overweight	Overweight / obese		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)		
Unweighted base	2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149		
Weighted base	2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173		
Yes – me personally	201 9%	92 9%	108 10%	77 12% F	83 11% F	41 6%	113 9%	89 9%	49 10%	51 9%	42 8%	31 10%	15 15% *	13 7%	67 9%	134 10%	154 10%	47 7%	34 9%	32 6%	50 10%	71 12% T	172 9%	25 11%	29 9%	73 12% c	17 10% c	25 9%	9 4%	77 9%	78 11%	5 5% *	48 6%	35 6%	69 15% fghk	42 22% fghkl	103 11% gh	145 12% gh		
Yes – friends or family	458 21%	194 18%	263 24% B	191 29% EF	167 21% F	100 14%	279 23%	179 19%	98 19%	111 20%	102 21%	76 25%	24 23% *	47 25%	177 23%	281 20%	350 24% R	108 16%	61 16%	94 18%	136 26% ST	141 25% ST	393 21%	61 26%	58 19%	144 23%	41 25%	56 21%	45 22%	186 23%	147 21%	17 20% *	148 18%	122 23% g	107 24% g	55 29% g	229 23% g	284 24% g		
No	1508 70%	768 73% C	723 67%	393 60%	538 68% D	577 80% DE	839 69%	669 71%	362 71%	399 71%	352 72%	208 67%	66 65% *	122 65%	531 69%	977 70%	970 66%	538 78% Q	276 74% V	400 76% UV	349 67%	364 63%	1331 70%	155 66%	222 72%	417 66%	120 72%	195 71%	150 72%	570 69%	506 71%	65 74% J*	634 76% hijkl	380 71% ijl	285 64% j	99 52%	665 68% j	764 65% j		
Don't know	34 2%	19 2%	15 1%	14 2%	12 2%	8 1%	16 1%	18 2%	9 2%	10 2% K	2 0%	7 2% K	1 1% *	4 2% K	12 2%	22 2%	23 2%	11 2%	10 3% U	7 1%	4 1%	7 1%	26 1%	7 3%	5 2%	8 1%	1 1%	3 1%	5 2%	13 2%	4 1%	2 2% I	18 2% il	8 2% i	2 1%	- -	11 1% -	11 1%		
Prefer not to say	8 0%	6 1%	2 0%	4 1%	2 0%	1 0%	4 0%	4 0%	1 0%	3 0%	1 0%	2 1%	- - *	1 1%	4 1%	4 0%	8 1%	* 0%	- -	2 0%	- -	7 1% SU	5 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0%	- -	- -	1 1% k	- -	1 0%		
NET: Yes	610 28%	264 25%	343 32% B	243 37% EF	234 30% F	134 19%	363 30%	247 26%	138 27%	151 27%	135 28%	93 30%	35 34% *	59 31%	228 29%	383 28%	467 32% R	144 21%	89 24%	116 22%	168 32% ST	197 34% ST	528 28%	74 31%	82 26%	204 32%	45 27%	76 28%	53 25%	245 30%	203 28%	21 24% *	180 22%	149 28% g	160 36% fgh	88 47% fghkl	309 31% g	398 34% gh		

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.

ColumnProportions (3N): A,B/C,D/E,F,G,H,I/J/K,L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d,e,f/g/h/i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (3N): A,B/C,D/E,F,G,H,I/J/K,L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d,e,f/g/h/i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

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Weight loss

Adults 18-75 GB

Q4. 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.

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote			Perception of weight						
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	NORTH	MIDLAND S	SOUTH	LONDON	WALES	SCOTLAND	GRADUAT ES	NON GRADUAT ES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	WHITE ETHNIC GROUP	ETHNIC MINORITY GROUPS	CONSERV	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Underweight	Healthy weight	Slightly overweight	Overweight	Obese	NET Overweight	Overweight / obese		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)		
Unweighted base	2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149		
Weighted base	2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173		
The NHS should be offering weight loss injections to people who are obese	1002	464	531	327	365	310	580	422	258	233	222	135	43	111	375	627	682	320	169	228	231	309	881	105	118	343	72	102	116	449	283	27	326	240	252	148	492	640		
	46%	44%	49% B	50% F	46%	43%	47%	45%	51% J	41%	45%	43%	42% *	60% UKLM	48%	45%	46%	46%	45%	43%	44%	54% STU	47%	45%	38%	55% Yab	43%	37%	56% Yab	54% e	40%	31% *	39%	45% f	56% fgh	78% fghkl	50% fg	55% fgh		
The NHS should not be offering weight loss injections to people who are obese, and these patients should pay for them themself or go without	692	380	304	191	241	260	390	302	145	217	168	88	35	39	235	457	484	208	97	193	188	160	619	65	131	169	55	130	40	209	299	31	310	196	115	23	311	333		
	32%	36% C	28%	29%	31%	36% DE	32%	32%	29%	38% ILN	34% N	28%	34% M*	21%	30%	33%	33%	30%	26%	37% SV	36% SV	28%	33%	27%	43% Zc	27% c	33% Zac	47% Zac	19%	25%	42% d	36% J*	37% jkl	36% ij	26% j	12% j	32% kl	28% j		
Neither of these	230	107	123	78	92	60	129	101	49	47	57	43	14	20	86	144	159	71	56	46	51	58	188	36	32	54	20	26	24	81	64	11	109	47	35	14	82	96		
	11%	10%	11%	12% F	12% F	8%	11%	11%	10%	8%	12%	14% J	14% *	11%	11%	10%	11%	10%	15% TUV	9%	10%	10%	10%	10%	15% W	10%	9%	12%	9%	12%	10%	9%	13% +	11% hjk	9%	8%	7%	8%	8%	
Don't know	237	106	125	58	89	91	125	112	57	67	42	45	11	16	79	158	144	94	53	58	51	48	202	30	28	63	20	17	28	90	67	18	88	54	47	4	100	105		
	11%	10%	12%	9%	11%	13% D	10%	12%	11%	12%	9%	15% K	10% *	8%	10%	11%	10%	14% Q	14% V	11%	10%	8%	11%	13%	9%	10%	12%	6% b	13% b	11%	13%	9%	21% ghjkl*	11% j	10% j	10% j	2% j	10% j	9%	

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ColumnProportions (5%): A,B/C,D/E,F,G/H,I/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d,e,f/g/h,i/j/k,l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N,O,P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f/g/h,i/j/k,l Minimum Base: 30(**) Small Base: 100(*)

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Weight loss

Adults 18-75 GB

Q5. Which of the following statements best describes you?
All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote				Referendum 2016 Vote		Perception of weight						
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLAND S (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	GRADUAT ES (O)	NON GRADUAT ES (P)	WORKING (Q)	NOT WORKING (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £49999 (U)	£55000+ (V)	WHITE ETHNIC GROUP (W)	ETHNIC MINORITY GROUPS (X)	CONSERV ATIVE (Y)	LABOUR (Z)	LIBERAL DEMOCRA (a)	REFORM (b)	OTHER (c)	REMAIN (d)	LEAVE (e)	Underwei ght (f)	Healthy weight (g)	Slightly overweigh t (h)	Overweig ht (i)	Obese (j)	NET Overweig ht (k)	Overweig ht / obese (l)	
Unweighted base	2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149	
Weighted base	2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173	
I think I am underweight	87 4%	46 4%	41 4%	39 6% EF	26 3%	22 3%	39 3%	48 5% G	16 3%	24 4%	19 4%	13 4%	5 4% +	10 6%	25 3%	63 5%	50 3%	38 5% Q	26 7% TUV	19 4%	17 3%	17 4%	72 4%	12 5%	10 3%	16 2%	9 5%	11 4%	7 3%	24 3%	27 4%	87 100% ghjkl*	-	-	-	-	-	-	-
I think I am a healthy weight	832 39%	421 40%	399 37%	322 49% EF	287 36% F	223 31%	531 43% H	301 32% K	200 39%	212 38%	159 32%	157 51% IJKMN	39 38% +	65 35%	361 47% P	472 34%	604 41%	229 33%	119 32%	183 35%	221 42% ST	249 43% ST	682 36%	134 57% W	121 39%	257 41% b	64 38%	89 33%	85 41%	313 38%	237 33%	-	832 100% fghjkl	-	-	-	-	-	-
I think I am slightly overweight	537 25%	285 27%	249 23%	133 20%	193 24%	211 29% D	295 24%	242 26%	127 25% L	141 25% L	146 30% L	55 18%	24 23% +	45 24%	184 24%	353 25%	357 24%	180 26%	95 25%	147 28%	124 24%	137 24%	486 26% X	45 19%	78 25%	160 25%	38 23%	85 31%	49 24%	217 26%	188 26%	-	-	537 100% fghjkl	-	-	-	537 55% fghj	537 46% fghj
I think I am overweight	448 21%	181 17%	262 24% B	82 13%	179 23% D	186 26% D	239 20%	209 22%	107 21%	117 21%	102 21%	60 19%	17 17% +	44 24%	132 17%	316 23% O	296 20%	152 22%	74 20%	108 21%	117 22%	115 20%	419 22% X	27 12%	65 21%	130 21%	41 24%	62 23%	45 22%	180 22%	172 24%	-	-	-	448 100% fghjkl	-	448 45% fghj	448 38% fghj	
I think I am obese	188 9%	79 7%	110 10% B	43 7% D	80 10% D	65 9%	85 7% G	103 11% G	49 10% L	46 8% L	52 11% L	10 3%	13 13% L*	18 10% L	56 7% L	133 10% O	111 8%	77 11% Q	41 11%	52 10%	37 7%	46 8%	182 10% X	7 3%	21 7%	56 9%	14 8%	22 8%	16 8%	80 10%	72 10%	-	-	-	-	188 100% fghikl	-	188 16% fghik	
Don't know	42 2%	26 2%	15 1%	22 3% EF	12 1%	8 1%	19 2%	23 2%	6 1%	12 2%	9 2%	8 3%	3 3% +	3 2%	8 1%	34 2% O	28 2%	14 2%	10 3%	10 2%	5 1%	7 1%	32 2% Zab	5 2%	13 4% Zab	4 1%	*	3 1%	2 1%	6 1%	12 2%	-	-	-	-	-	-	-	
Prefer not to say	26 1%	19 2% C	7 1%	12 2%	10 1%	4 1%	14 1%	12 1%	5 1%	9 2%	3 1%	7 2%	2 2% +	1 0%	9 1%	16 1%	22 2%	4 1%	10 3% U	6 1%	1 0%	6 1%	18 1%	5 2%	-	6 1%	1 0%	2 1%	4 2% Y	8 1%	4 1%	-	-	-	-	-	-	-	-
NET: Overweight	1173 54%	544 52%	621 57% B	259 40%	452 58% D	462 64% DE	620 51%	554 59% G	283 55% L	305 54% L	300 61% JL	125 40%	54 53% L*	107 58% L	372 48%	802 58% O	764 52%	409 59% Q	209 56%	308 59% V	278 53%	298 52%	1087 58% X	79 33%	164 53%	346 55%	93 56%	169 62%	110 53%	477 58%	432 61%	-	-	537 100% fg	448 100% fg	188 100% fg	985 100% fg	1173 100% fg	

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ColumnMeans (5N): A,B/C,D/E/F,G,H,I/J/K,L,M/N,O,P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h,i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

	Q6. 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
	(A)	(B)
Unweighted base	2161	2161
Weighted base	2161	2161
Very likely (2)	366 17% B	93 4%
Fairly likely (1)	278 13% B	146 7%
Neither likely nor unlikely (0)	249 12% B	175 8%
Fairly unlikely (-1)	270 12%	279 13%
Very unlikely (-2)	924 43%	1411 65% A
Don't know	64 3%	51 2%
Prefer not to say	10 0%	7 0%

NET: Very likely/Fairly likely	644 30% B	239 11%
NET: Very unlikely/Fairly unlikely	1193 55%	1690 78% A

Mean	-0.53 B	-1.32
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Weight loss

Adults 18-75 GB

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

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote			Perception of weight						
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLAND S (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	GRADUAT ES (O)	NON GRADUAT ES (P)	WORKING (Q)	NOT WORKING (R)	UP TO £19999 (S)	£20000- £34999 (T)	£35000- £54999 (U)	£55000+ (V)	WHITE ETHNIC GROUP (W)	ETHNIC MINORITY GROUPS (X)	CONSERV ATIVE (Y)	LABOUR (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)	Underwei ght (f)	Healthy weight (g)	Slightly overweigh t (h)	Overweigh t (i)	Obese (j)	NET Overweigh t (k)	Overweigh t / obese (l)	
Unweighted base		2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149	
Weighted base		2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173	
Very likely (2)		366 17%	148 14%	215 20% B	130 20% F	150 19% F	87 12%	191 16%	175 19%	97 19% L	88 16%	82 17%	39 13%	22 21% *	38 15% L	120 15%	247 18%	243 17%	123 18%	71 19%	78 15%	84 16%	113 20% T	322 17%	39 17%	39 13%	129 20% Vac	16 10%	49 18% a	26 12%	155 19%	117 16%	5 6% *	71 8%	61 11%	132 10% fghk	92 49% fghkl	193 20% fgh	285 24% fghk	
Fairly likely (1)		278 13%	156 15% C	119 11% EF	133 20% EF	92 12% F	53 7%	164 13%	114 12%	71 14%	75 13%	51 10%	51 16% KM	7 7% *	23 13%	96 12%	182 13%	227 15% R	51 7%	47 13%	57 11%	74 14%	89 16% T	224 12%	48 20% W	39 13%	83 13%	20 12%	28 10%	91 11%	98 14%	6 6% *	98 12%	62 12%	63 14% fghkl	40 21% fghkl	125 13% fgh	165 14% fghk		
Neither likely nor unlikely (0)		249 12%	128 12%	119 11%	83 13%	92 12%	74 10%	144 12%	105 11%	58 11%	52 9%	48 10%	54 17% UK	12 12% *	25 13%	106 14% P	143 10%	173 12%	77 11%	39 10%	69 13%	59 11%	57 10%	216 11%	30 13%	27 9%	77 12%	29 17% Yo	28 10%	21 10%	82 10%	77 11%	6 7% *	84 10%	67 12%	61 14% J	14 7% J	128 13% J	141 12%	
Fairly unlikely (-1)		270 12%	146 14%	122 11%	89 14%	105 13%	75 10%	167 14%	102 11%	56 11%	73 13%	64 13%	40 13%	9 9% *	27 15%	110 14%	160 12%	193 13%	76 11%	43 12%	68 13%	54 10%	84 15% U	242 13%	27 11%	57 19% b	87 14% b	28 17% b	23 9%	29 14%	114 14%	79 11%	11 13% *	90 11%	85 16% el	61 14% el	15 8% el	146 15% el	161 14% J	
Very unlikely (-2)		924 43%	445 42%	470 43%	200 31% D	316 40% DE	409 57% DE	531 43%	393 42%	212 42%	252 45%	225 46% L	115 37%	48 47% *	71 38%	318 41%	606 44%	577 39%	347 50% Q	154 41%	238 45% V	234 45% V	217 38%	829 44% X	81 34%	131 42%	234 37%	71 43%	141 52% YZ	96 46% Z	352 43%	325 46%	55 62% hijkl*	467 56% hijkl	247 46% ijkl	113 25% J	24 13% J	360 37% IJ	384 33% IJ	
Don't know		64 3%	28 3%	35 3%	14 2%	28 4%	22 3%	24 2%	40 4% G	15 3%	20 4%	15 3%	10 3%	2 2% *	2 1%	21 3%	43 3%	47 3%	17 2%	18 5% V	14 3%	15 3%	11 2%	53 3%	6 3%	14 5%	18 3%	2 1%	4 2%	7 3%	32 4%	17 2%	4 5% *	21 2%	15 3%	16 4%	2 1%	31 3%	34 3%	
Prefer not to say		10 0%	6 1%	3 0%	6 1% F	4 1%	- -	2 0%	8 1% G	1 0%	2 0%	5 1%	1 0%	1 1% *	- -	4 0%	7 0%	7 1%	3 0%	2 0%	2 0%	2 0%	3 1%	5 0%	4 2% W	2 1%	1 0%	- -	- -	1 0%	3 0%	1 0%	1 1% *	3 0%	1 0%	2 0%	1 1%	3 0%	4 0%	
NET: Very likely/Fairly likely		644 30%	304 29%	334 31%	262 40% EF	242 31% F	140 19%	355 29%	289 31%	168 33%	163 29%	133 27%	90 29%	29 28% *	62 33%	216 28%	428 31%	470 32% R	174 25%	118 32%	135 26%	158 30%	202 35% T	546 29%	87 37% W	78 25%	212 34% Ya	37 22%	77 28%	55 26%	245 30%	214 30%	11 13% *	168 20%	123 23% f	195 44% fghk	132 70% fghkl	318 32% fgh	450 38% fghk	
NET: Very unlikely/Fairly unlikely		1193 55%	591 56%	593 55%	289 44%	421 53% D	484 67% DE	698 57%	495 53%	268 53%	325 58%	289 59% L	156 50%	58 57% *	98 53%	428 55%	765 55%	770 52%	423 61% Q	198 53%	306 58%	288 55%	301 52%	1071 57% X	108 46%	188 61% Z	320 51%	99 59%	165 60% Z	125 60% Z	466 56%	404 57%	66 75% hijkl*	557 67% ijkl	332 62% ijkl	173 39% J	39 21%	506 51% YI	545 46% IJ	
Mean		-0.53	-0.57	-0.49	-0.15 EF	-0.46 F	-0.95	-0.57	-0.48	-0.44	-0.61	-0.64	-0.47	-0.56 *	-0.37	-0.55	-0.52	-0.45 R	-0.70	-0.46	-0.65	-0.55	-0.36 T	-0.56	-0.28 W	-0.69	-0.35 Yabc	-0.71	-0.67	-0.70	-0.53	-0.57	-1.26 *	-0.97	-0.76 fg	0.10 fghkl	0.87 fghkl	-0.37 fgh	-0.17 fghk	

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ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d,e,f/g/h,i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d,e,f/g/h,i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

24-089497-49 - 5th - 10th of December 2025

PUBLIC USE

Weight loss

Adults 18-75 GB

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

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote		Perception of weight						
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLAND S (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	GRADUAT ES (O)	NON GRADUAT ES (P)	WORKING (Q)	NOT WORKING (R)	UP TO £19999 (S)	£20000- £34999 (T)	£35000- £54999 (U)	£55000+ (V)	WHITE ETHNIC GROUP (W)	ETHNIC MINORITY GROUPS (X)	CONSERV ATIVE (Y)	LABOUR (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)	Underwei ght (f)	Healthy weight (g)	Slightly overweigh t (h)	Overweigh t (i)	Obese (j)	NET Overweigh t (k)	Overweigh t / obese (l)	
Unweighted base	2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149	
Weighted base	2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173	
Very likely (2)	93 4%	44 4%	48 4%	47 7% EF	35 4% F	11 2%	56 5%	37 4%	31 6% K	21 4% K	8 2%	13 4%	10 10% JML*	10 5% K	34 4%	59 4%	74 5% R	19 3%	13 3%	11 2%	26 5% T	41 7% ST	75 4%	16 7%	16 5%	23 4%	5 3% Z	19 7% Z	7 3%	35 4%	29 4%	3 4% *	34 4%	19 4%	24 5%	8 4%	44 4%	52 4%	
Fairly likely (1)	146 7%	90 9% C	55 5%	96 15% EF	36 5% F	14 2%	94 8%	52 6%	28 5%	41 7%	32 6%	28 9%	4 4% *	13 7%	64 6% P	81 6%	130 9%	15 2% R	15 4%	28 5%	51 10% ST	51 9% ST	107 6% W	36 15% W	25 8%	50 8%	13 8%	19 7%	10 5%	49 6%	45 6%	2 2% *	64 8%	32 6%	29 6%	16 8%	61 6%	77 7%	
Neither likely nor unlikely (0)	175 8%	104 10% C	70 6%	74 11% EF	60 8%	41 6%	112 9%	62 7%	45 9%	36 6%	33 7%	40 13% JKN	11 11% *	10 5%	74 10%	101 7%	136 9% R	39 6% R	27 7%	30 6%	46 9%	61 11% T	139 7%	34 15% W	17 6% Yb	65 10% Yb	12 7%	14 5%	18 8%	66 8%	52 7%	10 12% *	67 8%	31 6%	42 9%	14 7%	73 7%	87 7%	
Fairly unlikely (-1)	279 13%	132 13%	143 13%	109 17% F	110 14% F	60 8%	163 13%	115 12%	70 14%	67 12%	55 11%	43 14%	9 9% *	35 19% JKN	115 15% P	163 12%	211 14% R	68 10%	35 9%	69 13%	57 11%	96 17% SU	245 13%	30 13%	38 12%	94 15%	27 16%	30 11%	20 10%	110 13%	79 11%	6 7% *	88 11%	71 13%	72 16% fg	32 17% fg	143 15% g	174 15% fg	
Very unlikely (-2)	1411 65%	657 62%	739 68% B	308 47% D	524 67% DE	579 80% DE	773 63%	638 68% G	328 64% L	381 68% L	348 71% ILN	172 55%	66 64%	117 63%	469 61%	942 68% O	871 59%	540 78% Q	271 72% UV	378 72% UV	328 63% V	311 54%	1276 67% X	115 49%	203 66%	380 60%	109 66%	187 68% Z	147 71% Z	549 66%	496 70%	62 71% *	555 67%	372 69% i	274 61%	118 63%	645 66%	763 65%	
Don't know	51 2%	24 2%	26 2%	15 2%	20 3%	16 2%	24 2%	27 3%	8 2%	13 2%	11 2%	14 4% I	2 4% *	3 2%	14 2%	37 3%	40 3%	11 2%	11 3%	10 2%	12 2%	13 2%	45 2%	4 2%	10 3%	15 2%	* 0%	5 2%	6 3%	18 2%	11 2%	5 5% jkl*	23 3%	11 2%	6 1%	1 1%	17 2%	19 2%	
Prefer not to say	7 0%	5 0%	2 0%	5 1% F	2 0%	- -	1 0%	6 1% G	1 0%	2 0%	3 1%	1 0%	- -	- -	4 1%	3 0%	6 0%	1 0%	2 1%	- -	1 0%	3 1%	4 0%	1 0%	- -	2 0%	- -	- -	1 1%	1 0%	- -	- *	1 0%	1 0%	- -	2 0%	2 0%		
NET: Very likely/Fairly likely	239 11%	134 13% C	103 10%	143 22% EF	71 9% F	25 3%	150 12%	89 10%	58 11%	63 11%	40 8%	41 13% K	14 14% *	22 12%	99 13%	140 10%	204 14% R	34 5%	27 7%	39 7%	77 15% ST	92 16% ST	182 10%	52 22% W	41 13%	73 12%	18 11%	38 14%	16 8%	84 10%	74 10%	5 6% *	98 12%	51 10%	53 12%	24 12%	105 11%	128 11%	
NET: Very unlikely/Fairly unlikely	1690 78%	790 75%	882 81% B	417 64% D	634 81% DE	639 89% DE	936 77%	753 80%	398 78% L	448 80% L	403 82% LM	215 69%	75 73% *	151 81% L	584 75%	1106 80% O	1082 74%	608 88% Q	307 82% UV	447 85% UV	385 74%	407 71%	1521 80% X	145 62%	241 78%	474 75%	137 82%	216 79%	167 80%	659 80%	575 81%	68 78% *	643 77%	442 82% g	346 77%	149 79%	788 80%	937 80%	
Mean	-1.32	-1.23 C	-1.39	-0.84 EF	-1.38 F	-1.68	-1.26 H	-1.40	-1.27 K	-1.36	-1.48	-1.12 JK	-1.16 K*	-1.29 K	-1.22 P	-1.37	-1.18 R	-1.61	-1.49	-1.50	-1.20 ST	-1.05 ST	-1.38	-0.84 W	-1.29	-1.24 c	-1.35	-1.28	-1.45	-1.34	-1.38	-1.47 *	-1.32	-1.42	-1.23 h	-1.26	-1.33	-1.32	

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ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f/g/h,i/j/k/l Minimum Base: 30(**) Small Base: 100(*)

24-089497-49 - 5th - 10th of December 2025

PUBLIC USE

Weight loss

Adults 18-75 GB

Q7. If you were to use weight loss injections, how likely or unlikely would you be to tell other people you were using them?
All Adults who are likely to use weight loss injection in the future

		Gender			Aggregated Age breaks			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote				Referendum 2016 Vote		Perception of weight								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLAND S (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	GRADUAT ES (O)	NON GRADUAT ES (P)	WORKING (Q)	NOT WORKING (R)	UP TO £19999 (S)	£20000- £34999 (T)	£35000- £54999 (U)	£55000+ (V)	WHITE ETHNIC GROUP (W)	ETHNIC MINORITY GROUPS (X)	CONSERV ATIVE (Y)	LABOUR (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)	Underwei ght (f)	Healthy weight (g)	Slightly overweigh t (h)	Overweigh t (i)	Obese (j)	NET Overweigh t (k)	Overweigh t / obese (l)	
Unweighted base	676	329	341	299	242	135	398	278	178	173	131	106	29	59	321	355	487	189	124	134	169	218	550	115	87	223	43	76	59	261	215	12	193	132	191	134	323	457	
Weighted base	685	332	347	293	250	142	376	309	174	174	141	101	30	64	230	454	508	177	124	147	171	212	572	101	89	223	42	83	56	253	230	12	188	133	203	132	337	469	
Very likely (2)	134 20%	60 18%	71 21%	50 17%	46 18%	37 26% D	75 20%	59 19%	35 20%	35 20%	21 15%	24 24% *	8 28% **	11 17% *	53 23%	81 18%	97 19%	36 21%	21 17%	32 22%	27 16%	49 23%	113 20%	17 17% *	17 20% *	47 21%	5 13% *	16 19% *	9 16% *	54 21%	45 19%	2 15% **	41 22%	23 18%	41 20%	27 21%	64 19%	91 19%	
Fairly likely (1)	218 32%	106 32%	111 32%	107 37%	77 31%	34 24%	128 34%	91 29%	51 29%	57 33%	48 34%	37 37% *	5 18% **	19 30% *	76 33%	142 31%	172 34%	46 26%	39 32% T	27 19%	62 36%	81 38% T	173 30%	42 42% w*	28 31% *	73 33%	22 51% YZbc*	25 30% *	12 22% *	84 33%	72 31%	4 32% **	60 32%	40 30% j	79 39% j	29 22% j	119 35% j	148 32% j	
Neither likely nor unlikely (0)	163 24%	82 25%	80 23%	68 23%	60 24%	35 25%	85 23%	78 25%	47 27% L	35 20%	37 26%	15 15% *	6 21% **	22 34% k*	42 18%	122 27% O	120 24%	44 25%	37 30% V	43 29%	38 22%	38 18%	140 25%	22 21% *	24 27%	41 18%	6 14%	21 25%	24 43% Zab*	54 21%	57 25%	3 29% **	41 22%	41 30% i	36 18%	37 28% i	77 23% i	113 24%	
Fairly unlikely (-1)	101 15%	54 16%	47 14%	44 15%	38 15%	19 14%	55 15%	47 15%	28 16%	23 13%	22 16%	16 16% *	8 25% **	5 8% *	40 17%	62 14%	74 15%	28 16%	15 12%	24 16%	30 18%	28 13%	87 15%	14 14% *	10 11% *	44 20%	5 13% *	14 17% *	6 11% *	41 16%	31 14%	1 12% **	34 18%	21 16%	27 13%	19 14%	48 14%	66 14%	
Very unlikely (-2)	54 8%	24 7%	29 8%	17 6%	22 9%	15 11%	26 7%	28 9%	9 5%	22 13% I	8 6%	6 6% *	2 8% **	6 9% *	19 8%	35 8%	37 7%	17 10%	8 6%	15 10%	12 7%	14 7%	49 9%	4 4% *	9 11% *	14 6%	3 7% *	7 8% *	3 6% *	19 8%	22 9%	- - **	10 5%	7 5%	19 9%	17 13% gh	25 8%	43 9%	
Don't know	12 2%	3 1%	9 2%	6 2%	5 2%	1 1%	5 1%	7 2%	4 3%	1 0%	5 3%	1 1% *	- - **	1 2% *	1 0%	11 2% O	5 1%	6 4% Q	4 3%	4 2%	2 1%	2 1%	10 2%	2 2% *	- - *	3 1%	1 3% *	1 1% *	1 2% *	2 1%	3 1%	1 12% **	2 1%	2 1%	2 1%	3 2%	4 1%	7 2%	
Prefer not to say	2 0%	2 1%	- -	* 0%	2 1%	- -	2 1%	- -	- -	2 1%	- -	- 0%	- -	- *	* 0%	2 0%	2 0%	- -	* 0%	2 0%	- 1%	- -	- -	- -	* 0%	- -	- -	- -	- -	- -	- -	- -	- 0%	* -	- -	- -	- -	- -	- -
NET: Very likely/Fairly likely	352 51%	166 50%	182 53%	158 54%	123 49%	71 50%	203 54%	149 48%	86 49%	92 53%	69 49%	62 61% *	13 46% **	30 47% *	129 56%	223 49%	270 53%	82 46%	60 48%	60 41%	89 52%	131 62% st	285 50%	59 58% *	45 51% *	121 54%	27 64% c*	41 49% *	21 38% *	137 54%	117 51%	5 47% **	100 53%	63 47%	119 59% j	56 43%	183 54% j	239 51%	
NET: Very unlikely/Fairly unlikely	156 23%	78 24%	76 22%	61 21%	61 24%	34 24%	81 22%	75 24%	37 21%	45 26%	31 22%	22 22% *	10 34% **	11 17% *	59 25%	97 21%	111 22%	45 25%	23 18%	39 27%	42 25%	42 20%	136 24%	18 18% *	19 22% *	58 26%	8 20% *	21 25% *	9 16% *	60 24%	53 23%	1 12% **	44 23%	28 21%	46 22%	36 27%	73 22%	109 23%	
Mean	0.41	0.38	0.44	0.46	0.35	0.42	0.46	0.35	0.44	0.35	0.37	0.57 *	0.31 **	0.38 *	0.45	0.39	0.44	0.33	0.42	0.27	0.37	0.59 T	0.38	0.54 *	0.38 *	0.43	0.52 *	0.35 *	0.33 *	0.45	0.38	0.56 **	0.47	0.40	0.48	0.23	0.45	0.39	

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ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O,P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d/e,f/g/h,i/j/k,l Minimum Base: 30(**) Small Base: 100(*)

24-089497-49 - 5th - 10th of December 2025

PUBLIC USE

Weight loss

Adults 18-75 GB

Q8. Thinking about the different ways people might obtain weight loss jabs without a prescription from their regular doctor, which of the following, if any, would you consider using?

All Adults aged 18-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade			Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote					Referendum 2016 Vote			Perception of weight						
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	NORTH (I)	MIDLAND (J)	SOUTH (K)	LONDON (L)	WALES (M)	SCOTLAND (N)	GRADUAT (O)	NON GRADUAT (P)	WORKING (Q)	NOT WORKING (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	WHITE ETHNIC GROUP (W)	ETHNIC MINORITY GROUPS (X)	CONSERV (Y)	LABOUR (Z)	LIBERAL DEMOCRA (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)	Underwei ght (f)	Healthy weight (g)	Slightly overweight (h)	Overweight (i)	Obese (j)	NET Overweig ht (k)	Overweig ht / obese (l)					
Unweighted base	2161	1053	1087	676	801	684	1290	871	532	574	478	285	105	187	1085	1076	1424	737	379	483	517	621	1862	265	291	655	169	264	216	879	659	86	864	535	424	190	959	1149					
Weighted base	2161	1056	1084	654	787	720	1223	938	510	563	490	311	102	186	774	1387	1468	693	375	525	522	575	1891	236	309	629	167	274	208	828	712	87	832	537	448	188	985	1173					
A community pharmacy, either in-person or online, e.g., a high street chain, other chain or independent pharmacy	355 16%	154 15%	195 18%	139 21%	152 19%	64 9%	201 16%	154 16%	80 16%	84 15%	76 16%	57 19%	15 14%	42 23%	140 18%	215 15%	276 19%	79 11%	61 16%	67 13%	97 19%	114 20%	307 16%	42 18%	39 13%	114 18%	32 19%	42 15%	43 21%	129 16%	129 18%	5 6%	103 12%	81 15%	106 24%	53 28%	187 19%	240 20%					
A specialist registered online pharmacy that only prescribes weight loss jabs	341 16%	161 15%	176 16%	139 21%	155 20%	47 6%	194 16%	147 16%	71 14%	85 15%	60 12%	67 22%	18 17%	40 21%	144 19%	197 14%	271 18%	70 10%	48 13%	71 13%	89 17%	119 21%	290 15%	45 19%	35 11%	109 17%	30 18%	41 15%	36 17%	133 16%	111 16%	8 9%	110 13%	76 14%	91 20%	50 26%	167 17%	217 18%					
Online, from a retailer that is not a registered pharmacy or manufacturer	118 5%	67 6%	50 5%	64 10%	39 5%	15 2%	73 6%	45 5%	20 4%	38 7%	24 5%	25 7%	5 5%	6 3%	53 7%	65 5%	102 7%	16 2%	20 5%	17 3%	33 6%	45 8%	96 5%	20 9%	16 5%	33 5%	11 7%	15 5%	9 5%	34 4%	40 6%	4 5%	43 5%	35 7%	26 6%	6 3%	61 5%	68 6%					
Directly from a manufacturer, which may be based overseas	112 5%	69 7%	42 4%	55 8%	44 6%	13 2%	77 6%	35 4%	21 4%	33 6%	16 3%	26 8%	3 3%	14 8%	53 7%	59 4%	94 6%	18 3%	19 5%	22 4%	27 5%	39 7%	88 5%	20 8%	9 3%	43 7%	12 7%	13 5%	8 4%	44 5%	37 5%	8 9%	45 5%	25 5%	22 5%	11 6%	47 5%	58 5%					
Through a social media platform (e.g., Facebook, TikTok, WhatsApp)	111 5%	76 7%	32 3%	81 12%	26 3%	4 1%	69 6%	41 4%	19 4%	28 5%	25 5%	23 7%	5 5%	11 6%	46 6%	65 5%	99 7%	11 2%	16 4%	25 5%	31 6%	37 7%	77 4%	29 12%	17 6%	26 4%	12 7%	16 6%	14 7%	28 3%	33 5%	3 4%	47 6%	30 4%	17 4%	8 4%	47 5%	55 5%					
From a friend or relative who has a supply	84 4%	51 5%	31 3%	53 8%	26 3%	5 1%	55 4%	29 3%	21 4%	16 3%	19 4%	11 3%	4 4%	13 7%	41 5%	43 3%	71 5%	13 2%	10 3%	13 3%	24 5%	35 6%	68 4%	14 6%	13 4%	24 4%	10 6%	12 4%	9 4%	32 4%	26 4%	2 3%	36 4%	21 4%	18 4%	5 3%	39 4%	44 4%					
From a beauty salon or beauty therapist	55 3%	31 3%	22 2%	37 6%	16 2%	2 0%	25 2%	30 3%	14 3%	15 3%	8 2%	9 3%	1 1%	7 4%	21 3%	34 2%	43 3%	11 2%	8 2%	15 3%	20 4%	10 2%	42 2%	11 5%	8 3%	12 2%	7 4%	6 2%	6 3%	19 2%	19 3%	4 4%	19 2%	13 2%	12 3%	4 2%	25 3%	29 2%					
I would only use a weight loss jab if prescribed by my doctor and obtained from a registered pharmacy	567 26%	247 23%	317 29%	146 22%	186 24%	235 33%	328 27%	239 25%	151 30%	144 26%	125 26%	71 23%	29 28%	47 25%	214 28%	353 25%	360 25%	206 30%	95 25%	147 28%	132 25%	149 26%	519 27%	45 19%	95 31%	180 29%	40 24%	57 21%	56 27%	246 30%	187 26%	11 12%	185 22%	130 24%	153 34%	81 43%	283 29%	365 31%					
I would not use a weight loss jab under any circumstances	804 37%	383 36%	414 38%	150 23%	297 38%	357 50%	436 36%	368 39%	171 34%	228 40%	204 42%	99 32%	39 38%	64 35%	264 34%	540 39%	495 34%	309 45%	145 39%	216 41%	184 35%	185 32%	715 38%	76 32%	123 40%	217 35%	59 36%	119 43%	70 33%	308 37%	282 40%	46 52%	374 45%	226 42%	115 26%	25 13%	341 35%	366 31%					
Don't know	144 7%	87 8%	54 5%	48 7%	60 8%	36 5%	85 7%	59 6%	41 8%	25 4%	31 10%	30 10%	8 8%	9 5%	41 7%	103 7%	95 6%	49 7%	31 8%	33 6%	36 7%	27 5%	123 7%	18 8%	20 6%	29 5%	9 5%	15 5%	13 5%	42 5%	37 5%	9 10%	61 7%	29 5%	21 5%	7 4%	50 5%	57 5%					
Prefer not to say	21 1%	13 1%	7 1%	10 2%	9 1%	2 0%	13 1%	8 1%	4 1%	6 1%	8 2%	4 1%	- -	- -	9 1%	13 1%	15 1%	6 1%	4 1%	3 1%	3 1%	6 1%	17 1%	1 0%	- -	2 0%	- -	4 2%	2 1%	4 1%	5 1%	3 3%	5 1%	3 1%	3 1%	1 0%	6 1%	7 1%					

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.

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O,P,Q,R,S/T,U/V,W,X,Y/Z/a/b/c,d,e,f/g/h,i/j/k,l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J,K,L,M/N,O,P,Q,R,S/T/U/V,W,X,Y/Z/a/b/c,d,e,f/g/h,i/j/k,l Minimum Base: 30(**) Small Base: 100(*)