

# GLOBAL PERCEPTIONS OF OBESITY STUDY

## SUPPORTING DATA FOR PRESS RELEASES

Please note that all data is  
**UNDER EMBARGO** until  
**00.01 GMT 4<sup>th</sup> March 2026**

# About the Research

## The Ipsos Global Perceptions of Obesity Study

- **THE GLOBAL PERCEPTIONS OF OBESITY STUDY** is an Ipsos syndicated study. Data are ©Ipsos 2026, all rights reserved.
- **FIELDWORK** was conducted online by Ipsos from December 2025 to January 2026.
- **SAMPLE** (see s3): Ipsos surveyed 14,500 adults across 14 countries: Austria, Brazil, Canada, India, Italy, Mexico, Poland, Romania, Saudi Arabia, South Korea, Spain, Turkey, UAE & UK. All 'global' findings are based on a 14-country average. The general population sample was structured using quotas for age, gender and region. In most countries, quotas mirror the national population; in some markets, samples may skew slightly toward certain demographics (e.g., younger, urban populations). The sample enables analysis by weight status, with obesity prevalence in each market considered to ensure sufficient base sizes for comparison between people living with obesity and people not living with obesity. Ipsos used height and weight provided by each respondent to analyse the data by those living with obesity and those not living with obesity. Of the 14,500 adults in our study, 3,094 were living with obesity and 11,406 were not living with obesity.
- **DEFINITIONS:** The following definitions were used: Living with obesity = BMI 30+ [25+ India, South Korea]; Not living with obesity = BMI <30 [<25 India, South Korea]. Data were not weighted. Please note that obesity prevalence rates within this sample are derived from self-reported data and are intended for comparative analysis of perceptions, not as a substitute for official national epidemiological statistics.
- **LIFE DIMENSIONS** referred to in the releases are: Physical Health; Emotional & Mental Well-Being; Confidence & Self-Esteem; Social Relationships; Romantic Life; Physical Activity/Fitness; Healthcare Access & Support; Personal Growth; Work/Daily Role; Nutrition & Eating Habits; Everyday Environment; Financial security.
- **THIS DECK** contains supporting data for questions referenced in Ipsos' March 2026 press releases containing findings from the syndicated Global Perceptions of Obesity Study.

# Sample Sizes

															
	Total	Austria	Brazil	Canada	India	Italy	Mexico	Poland	Romania	Saudi Arabia	South Korea	Spain	Turkey	UAE	UK
Total # of respondents	14,500	1,000	1,000	1,000	2,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	500	1,000
Living with obesity	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
	21%	21%	22%	26%	35%	10%	21%	16%	20%	21%	27%	11%	15%	19%	20%
Not living with obesity	11,406	795	781	740	1,297	905	789	836	799	789	734	890	849	406	796
	79%	80%	78%	74%	65%	91%	79%	84%	80%	79%	73%	89%	85%	81%	80%

## DEFINITIONS USED IN THIS REPORT

- Living with obesity = BMI 30+ [25+ India, South Korea]
- Not living with obesity = BMI <30 [<25 India, South Korea]

# Stat 1: Two-thirds (66%) of people living with obesity believe their condition is “preventable through personal choices”

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

## Q5: Which of the following conditions do you believe are preventable through personal choices? Select all that apply.

	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
Sample size (n):	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
	3,094	11,406	205	795	219	781	260	740	703	1,297	95	905	211	789	164	836
Obesity	66%	55%	51%	36%	65%	52%	64%	56%	61%	44%	66%	48%	77%	62%	71%	65%

	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Turkey		 UAE		 UK	
Sample size (n):	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Obesity	66%	55%	79%	65%	71%	54%	71%	62%	64%	52%	68%	54%	52%	55%	63%	67%

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

**Stat 2: Almost two thirds (63%) of people living with obesity agree that “diet and exercise alone can solve obesity for most people”**

**Stat 3: While only half (51%) acknowledge that “genetics and biology are primary causes**

**Stat 4: Seven in ten (71%) people living with obesity also acknowledge that obesity is “a medical condition requiring ongoing management”**

**DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH**

**Q6: Please indicate your level of agreement with each of the following statements**

																
	<b>% Agree</b> <i>("Agree" or "Strongly Agree")</i>	<b>Austria</b>	<b>Brazil</b>	<b>Canada</b>	<b>India</b>	<b>Italy</b>	<b>Mexico</b>	<b>Poland</b>	<b>Romania</b>	<b>Saudia Arabia</b>	<b>South Korea</b>	<b>Spain</b>	<b>Turkey</b>	<b>UAE</b>	<b>UK</b>	
	<b>Global Country Average</b>															
	<b>Sample size (n):</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	
		<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>
Diet and exercise alone can solve obesity for most people	63%	50%	66%	42%	75%	52%	62%	55%	70%	70%	59%	57%	71%	74%	50%	
Genetics and biology are primary causes of obesity	51%	45%	54%	37%	68%	34%	44%	38%	35%	58%	55%	44%	56%	63%	37%	
Obesity is a medical condition requiring ongoing management	71%	57%	82%	63%	74%	77%	74%	77%	55%	79%	77%	69%	76%	65%	62%	

**Stat 5: More than eight in ten (81%) people living with obesity had tried or been advised to lose weight**

**Stat 6: But only one in three (35%) had consulted a doctor about their weight in the past year. They were just as likely to have tried a fad diet (33%)**

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

**Q9: Have you ever been advised to, or personally considered, losing or managing your weight to manage or prevent serious health complications?**

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Turkey	 UAE	 UK
<b>Sample size (n): Living with Obesity</b>	<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>
Has considered/been advised to manage weight	81%	81%	94%	66%	83%	84%	93%	71%	86%	92%	66%	90%	80%	94%	70%

**Q10: Which of the following actions, if any, have you taken to manage your weight?**

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Turkey	 UAE	 UK
<b>Sample size (n): Living with Obesity % in the past 12 months</b>	<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>
Seen or spoken with a qualified doctor about my weight, in the past 12 months	35%	26%	55%	21%	50%	30%	47%	14%	21%	36%	20%	35%	35%	35%	24%
Followed a diet not widely recommended by health professionals (e.g., juice cleanse, detox diet, or very low-calorie/carb/fat diets) in the past 12 months	33%	23%	35%	12%	53%	20%	40%	26%	17%	49%	16%	29%	22%	44%	21%
Searched for information on weight management (online, through family/friends, etc.) in the past 12 months	50%	42%	62%	32%	60%	38%	56%	37%	48%	57%	47%	43%	52%	55%	43%

# Stat 7: Those living with obesity who had ever consulted a doctor about their weight reported that doctors' recommendations typically focused on lifestyle changes such as eating healthier (60%), exercising more (60%) and eating smaller portions (43%)

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

## Q11. What did the doctor recommend, if anything, when discussing your weight?

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudi Arabia	 South Korea	 Spain	 Turkey	 UAE	 UK	
<b>Sample size (n): Respondents Living with Obesity who have ever seen/spoken to a doctor about their weight</b>	Living With Obesity 1,749	Living With Obesity 111	Living With Obesity 175	Living With Obesity 117	Living With Obesity 487	Living With Obesity 61	Living With Obesity 143	Living With Obesity 55	Living With Obesity 82	Living With Obesity 133	Living With Obesity 77	Living With Obesity 70	Living With Obesity 93	Living With Obesity 56	Living With Obesity 89	
<b>NET: Lifestyle-Focused Recommendations</b> <i>Lifestyle-Focused Recommendations = To eat smaller portions, or To do more exercise or physical activity, or To eat healthier</i>	82%	75%	86%	77%	82%	84%	90%	84%	88%	78%	88%	86%	82%	77%	70%	
To eat smaller portions	43%	29%	42%	33%	43%	34%	44%	51%	61%	41%	51%	43%	51%	46%	38%	
To eat healthier	60%	59%	63%	60%	59%	57%	73%	67%	72%	55%	43%	61%	65%	45%	61%	
To do more exercise or physical activity	60%	54%	69%	63%	57%	56%	69%	60%	70%	49%	79%	60%	61%	46%	49%	
<b>Additional metrics</b>																
To take vitamins, supplements or other products that do not require a prescription	26%	14%	25%	15%	42%	15%	20%	20%	16%	30%	21%	19%	20%	32%	16%	
To join a weight management programme or use a digital health tool	26%	9%	14%	13%	41%	18%	28%	5%	13%	23%	30%	19%	24%	34%	39%	

**Stat 5: Despite nearly half (48%) of people living with obesity frequently worrying about future health problems**

**Stat 6: They showed limited awareness of obesity’s strong proven links to type 2 diabetes (53%) and heart disease (52%). Only 18% associate obesity with certain cancers**

**DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH**

**Q3: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?**

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Turkey	 UAE	 UK	
<b>% Frequently Experienced ("Often" or "Always")</b>																
<b>Sample size (n): Living with Obesity</b>	<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>	
Worried about future health problems	48%	31%	65%	35%	54%	46%	52%	33%	41%	54%	47%	47%	47%	53%	50%	

**Q7: Which of the following health risks, if any, do you think obesity has a direct cause or strong contribution to?**

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
<b>Sample size (n): Living with Obesity</b>	<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>
Type 2 diabetes	53%	53%	62%	72%	37%	46%	50%	63%	66%	50%	53%	49%	50%	33%	72%
Heart disease	52%	52%	57%	76%	39%	56%	43%	62%	64%	40%	51%	52%	54%	38%	68%
Certain cancers	18%	17%	22%	33%	11%	23%	23%	23%	20%	11%	14%	13%	22%	9%	36%
Premature death	29%	35%	34%	56%	16%	24%	19%	43%	35%	13%	28%	22%	38%	15%	48%

# Stat 10: Overall, those living with obesity are 19 percentage points less satisfied with their physical health than those not living with obesity

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

Q1: For each area of life listed below, please rate your current level of satisfaction on a scale from 1 to 5

% High Satisfaction ("Satisfied" or "Very Satisfied")	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1,297	95	905	211	789	164	836
Physical Health - %	40%	59%	35%	56%	29%	52%	31%	56%	59%	70%	37%	60%	36%	59%	36%	56%
Point difference between living with obesity and not living with obesity	19-point		21-point		23-point		25-point		11-point		23-point		23-point		20-point	

  

% High Satisfaction ("Satisfied" or "Very Satisfied")	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Turkey		 UAE		 UK	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Physical Health - %	40%	59%	33%	57%	51%	67%	26%	35%	37%	65%	30%	56%	54%	68%	31%	57%
Point difference between living with obesity and not living with obesity	19-point		24-point		16-point		9-point		28-point		26-point		14-point		26-point	

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

**Stat 11: At least seven in ten reported that their weight has negatively impacted them in all key life dimensions measured. This includes professionally ('work/daily life' is impacted for 76%) and in deeply personal ways, such as confidence & self-esteem (85%), emotional & mental wellbeing (83%)**

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

**Q2: For each area of life listed below, please rate the extent to which your weight has held you back or negatively impacted your satisfaction in this area**

																
	<b>% Impacted</b> <i>("A lot" or "Completely" or "Moderately" or "A little")</i>	<b>Global Country Average</b>	<b>Austria</b>	<b>Brazil</b>	<b>Canada</b>	<b>India</b>	<b>Italy</b>	<b>Mexico</b>	<b>Poland</b>	<b>Romania</b>	<b>Saudia Arabia</b>	<b>South Korea</b>	<b>Spain</b>	<b>Turkey</b>	<b>UAE</b>	<b>UK</b>
<b>Sample size (n):</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>	<b>Living With Obesity</b>
	<b>3,094</b>	<b>205</b>	<b>219</b>	<b>260</b>	<b>703</b>	<b>95</b>	<b>211</b>	<b>164</b>	<b>201</b>	<b>211</b>	<b>266</b>	<b>110</b>	<b>151</b>	<b>94</b>	<b>204</b>	
Physical Health	89%	84%	93%	80%	93%	91%	93%	86%	89%	91%	89%	85%	83%	95%	88%	
<b>Emotional &amp; Mental Well-Being</b>	<b>83%</b>	<b>77%</b>	<b>85%</b>	<b>69%</b>	<b>88%</b>	<b>83%</b>	<b>84%</b>	<b>78%</b>	<b>81%</b>	<b>92%</b>	<b>83%</b>	<b>76%</b>	<b>83%</b>	<b>90%</b>	<b>77%</b>	
<b>Confidence and Self-Esteem</b>	<b>85%</b>	<b>81%</b>	<b>92%</b>	<b>73%</b>	<b>89%</b>	<b>88%</b>	<b>87%</b>	<b>77%</b>	<b>83%</b>	<b>91%</b>	<b>82%</b>	<b>77%</b>	<b>83%</b>	<b>95%</b>	<b>82%</b>	
Social Relationships	76%	72%	80%	51%	86%	74%	76%	70%	73%	85%	73%	69%	87%	93%	68%	
Romantic Life	76%	74%	77%	57%	83%	74%	78%	69%	72%	87%	73%	65%	84%	96%	69%	
Physical Activity/Fitness	86%	86%	88%	75%	92%	88%	87%	84%	86%	91%	83%	79%	80%	96%	86%	
Healthcare Access & Support	75%	70%	77%	45%	88%	76%	79%	68%	73%	87%	74%	65%	80%	93%	65%	
Personal Growth	78%	73%	78%	57%	87%	79%	80%	70%	73%	90%	76%	71%	84%	94%	66%	
<b>Work/Daily Role</b>	<b>76%</b>	<b>72%</b>	<b>79%</b>	<b>49%</b>	<b>86%</b>	<b>73%</b>	<b>80%</b>	<b>73%</b>	<b>71%</b>	<b>88%</b>	<b>77%</b>	<b>66%</b>	<b>85%</b>	<b>90%</b>	<b>62%</b>	
Nutrition & Eating Habits	86%	84%	89%	71%	90%	89%	92%	84%	90%	91%	84%	83%	87%	94%	81%	
Everyday Environment	78%	72%	79%	51%	86%	79%	82%	70%	78%	88%	78%	73%	86%	95%	67%	
Financial security	70%	65%	74%	40%	83%	65%	75%	63%	69%	84%	70%	61%	74%	93%	52%	

## Stat 12: And avoidance of social, leisure or romantic activities (70% vs 53% of those not living with obesity)

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

### Q4: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

% NET CATEGORIES	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1,297	95	905	211	789	164	836
NET: Avoided Social, Leisure, & Romantic Activities	70%	53%	59%	42%	74%	59%	58%	33%	82%	78%	64%	45%	77%	68%	55%	42%
Specific Category: Being in photos or videos	34%	22%	29%	18%	42%	26%	32%	15%	39%	35%	25%	16%	37%	31%	27%	15%

  

% NET CATEGORIES	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Turkey		 UAE		 UK	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
NET: Avoided Social, Leisure, & Romantic Activities	70%	53%	73%	56%	80%	68%	49%	39%	64%	41%	69%	51%	84%	76%	62%	38%
Specific Category: Being in photos or videos	34%	22%	33%	22%	32%	26%	24%	15%	30%	18%	34%	21%	37%	25%	38%	19%

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

# Stat 13: People living with obesity are more likely than those not living with obesity to frequently feel: Judged based on how they look (35% vs 24%); self-conscious or embarrassed (35% vs 24%); and perceived as lacking self-control or willpower (32% vs 21%)

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

## Q3: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?

% Frequently Experienced ("Often" or "Always")	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1,297	95	905	211	789	164	836
<b>Self-conscious or embarrassed</b>	35%	24%	19%	18%	44%	34%	26%	17%	50%	45%	25%	20%	32%	23%	21%	17%
Anxious about how others see you	36%	25%	32%	27%	46%	35%	23%	18%	48%	42%	26%	17%	35%	27%	23%	17%
Anxious about your current health or wellbeing	42%	30%	33%	29%	71%	54%	28%	19%	49%	42%	41%	24%	40%	36%	36%	23%
Perceived as lazy	34%	22%	18%	18%	36%	28%	20%	10%	49%	45%	36%	19%	39%	25%	18%	14%
<b>Perceived as lacking self-control or willpower</b>	32%	21%	20%	14%	36%	29%	19%	12%	43%	38%	23%	13%	36%	23%	16%	10%
<b>Judged for the way you look versus the way you are</b>	35%	24%	29%	20%	43%	30%	20%	13%	48%	44%	22%	17%	37%	25%	25%	18%

% Frequently Experienced ("Often" or "Always")	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Turkey		 UAE		 UK	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
<b>Self-conscious or embarrassed</b>	35%	24%	23%	19%	40%	28%	29%	19%	31%	18%	26%	23%	47%	30%	43%	18%
Anxious about how others see you	36%	25%	17%	18%	42%	31%	30%	23%	35%	17%	29%	22%	44%	31%	40%	21%
Anxious about your current health or wellbeing	42%	30%	20%	18%	54%	39%	38%	28%	35%	21%	36%	26%	49%	35%	48%	18%
Perceived as lazy	34%	22%	15%	14%	39%	31%	34%	26%	32%	15%	31%	18%	49%	32%	29%	9%
<b>Perceived as lacking self-control or willpower</b>	32%	21%	19%	13%	42%	32%	30%	26%	21%	14%	28%	20%	43%	28%	37%	14%
<b>Judged for the way you look versus the way you are</b>	35%	24%	17%	14%	45%	37%	33%	24%	28%	19%	36%	29%	47%	32%	33%	14%

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

**Stat 13: People living with obesity are more likely than those not living with obesity to frequently feel: Judged based on how they look (35% vs 24%); self-conscious or embarrassed (35% vs 24%); and perceived as lacking self-control or willpower (32% vs 21%)**

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

**Q3: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?**

% Frequently Experienced ("Often" or "Always")	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1,297	95	905	211	789	164	836
<b>Self-conscious or embarrassed</b>	35%	24%	19%	18%	44%	34%	26%	17%	50%	45%	25%	20%	32%	23%	21%	17%
Anxious about how others see you	36%	25%	32%	27%	46%	35%	23%	18%	48%	42%	26%	17%	35%	27%	23%	17%
Anxious about your current health or wellbeing	42%	30%	33%	29%	71%	54%	28%	19%	49%	42%	41%	24%	40%	36%	36%	23%
Perceived as lazy	34%	22%	18%	18%	36%	28%	20%	10%	49%	45%	36%	19%	39%	25%	18%	14%
<b>Perceived as lacking self-control or willpower</b>	32%	21%	20%	14%	36%	29%	19%	12%	43%	38%	23%	13%	36%	23%	16%	10%
<b>Judged for the way you look versus the way you are</b>	35%	24%	29%	20%	43%	30%	20%	13%	48%	44%	22%	17%	37%	25%	25%	18%

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

**Stat 13: People living with obesity are more likely than those not living with obesity to frequently feel: Judged based on how they look (35% vs 24%); self-conscious or embarrassed (35% vs 24%); and perceived as lacking self-control or willpower (32% vs 21%)**

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

**Q3: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?**

% Frequently Experienced ("Often" or "Always")	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Turkey		 UAE		 UK	
	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity	Living With Obesity	Not living With Obesity
<b>Sample size (n):</b>	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
<b>Self-conscious or embarrassed</b>	35%	24%	23%	19%	40%	28%	29%	19%	31%	18%	26%	23%	47%	30%	43%	18%
Anxious about how others see you	36%	25%	17%	18%	42%	31%	30%	23%	35%	17%	29%	22%	44%	31%	40%	21%
Anxious about your current health or wellbeing	42%	30%	20%	18%	54%	39%	38%	28%	35%	21%	36%	26%	49%	35%	48%	18%
Perceived as lazy	34%	22%	15%	14%	39%	31%	34%	26%	32%	15%	31%	18%	49%	32%	29%	9%
<b>Perceived as lacking self-control or willpower</b>	32%	21%	19%	13%	42%	32%	30%	26%	21%	14%	28%	20%	43%	28%	37%	14%
<b>Judged for the way you look versus the way you are</b>	35%	24%	17%	14%	45%	37%	33%	24%	28%	19%	36%	29%	47%	32%	33%	14%

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

**Additional Stat: Among those living with obesity had not recently consulted a doctor about their weight, the number one reason for this was a preference to manage their own weight (31%)**

DATA EMBARGED UNTIL 00.01 GMT 4<sup>th</sup> MARCH

**Q12: Below is a list of reasons that may prevent people from seeing or speaking with a doctor regularly about their weight. Please select all that apply to you.**

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
<b>Sample size (n): Respondents Living with Obesity who have not seen/ spoken to a doctor to discuss their weight in the last 3 months</b>	Living With Obesity <b>2,238</b>	Living With Obesity <b>153</b>	Living With Obesity <b>134</b>	Living With Obesity <b>207</b>	Living With Obesity <b>474</b>	Living With Obesity <b>77</b>	Living With Obesity <b>138</b>	Living With Obesity <b>128</b>	Living With Obesity <b>160</b>	Living With Obesity <b>146</b>	Living With Obesity <b>209</b>	Living With Obesity <b>89</b>	Living With Obesity <b>107</b>	Living With Obesity <b>61</b>	Living With Obesity <b>155</b>
I prefer managing my weight on my own	<b>31%</b>	<b>32%</b>	16%	<b>30%</b>	<b>38%</b>	25%	27%	<b>34%</b>	<b>41%</b>	30%	26%	17%	<b>45%</b>	33%	26%
I fear being judged or made to feel bad	17%	12%	14%	18%	21%	12%	28%	12%	16%	20%	10%	15%	14%	13%	23%
I don't feel confident talking about my weight	16%	12%	10%	14%	18%	10%	16%	19%	13%	21%	12%	18%	16%	20%	19%
I worry I won't be able to maintain recommended changes or keep weight off	24%	21%	<b>30%</b>	14%	23%	<b>32%</b>	34%	20%	31%	<b>34%</b>	14%	<b>25%</b>	31%	<b>36%</b>	14%
It's hard to get an appointment	12%	7%	18%	14%	11%	4%	12%	7%	9%	11%	5%	12%	7%	15%	<b>33%</b>
I'm worried about the cost of treatment or advice	25%	15%	25%	15%	28%	18%	<b>39%</b>	16%	34%	26%	<b>34%</b>	15%	31%	30%	14%