

# World Obesity Day Poll - Brazil

25/09/2018

Prepared on behalf of Barley Communications



# Methodology

## Fieldwork Dates

20<sup>th</sup> – 22<sup>nd</sup> September 2018

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in Brazil with an additional booster sample of residents aged 18+ in Brazil diagnosed with obesity.

## Sample Size

1,105

## Data Weighting

Data were weighted to the profile of all adults aged 18+ in Brazil. Data were weighted by age, sex, region, and BMI (not obese and obese). Targets for the weighted data were derived from 2010 Brazilian Population Census data and the World Health Organisation 2016 Global Health Observatory data.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst-case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1105 it is 95% certain that the 'true' value will fall within the range of 2.9% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.  
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**Table 1**  
Q1. By Normal Weighting  
Q1. To what extent do you agree or disagree with the following statement? "People with obesity are viewed negatively because of their weight"

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Strongly agree	502 45.4%	202 37.2%	299 53.4%	97 49.6%	134 49.7%	110 49.8%	78 42.9%	40 33.2%	42 36.6%	32 32.9%	136 45.2%	50 58.4%	220 47.4%	64 40.5%
Somewhat agree	447 40.5%	258 47.3%	190 33.8%	78 40.0%	103 38.1%	89 40.2%	71 39.1%	52 42.9%	54 46.9%	56 57.8%	119 39.5%	27 31.3%	181 38.9%	65 41.3%
Neither agree nor disagree	84 7.6%	51 9.4%	32 5.8%	10 5.1%	14 5.1%	14 6.1%	22 12.2%	11 8.9%	13 11.6%	2 1.6%	28 9.3%	6 7.2%	36 7.7%	12 7.6%
Somewhat disagree	34 3.1%	18 3.3%	16 2.8%	2 1.3%	8 2.9%	3 1.5%	7 4.0%	10 8.3%	3 2.8%	3 3.0%	8 2.6%	1 0.9%	11 2.5%	11 7.0%
Strongly disagree	34 3.1%	15 2.7%	19 3.4%	7 3.7%	10 3.8%	4 2.0%	2 1.0%	8 6.6%	2 2.1%	5 4.8%	8 2.8%	2 2.2%	15 3.2%	4 2.6%
Don't know	4 0.4%	-	4 0.7%	1 0.4%	1 0.5%	1 0.4%	1 0.8%	-	-	-	1 0.5%	-	1 0.3%	2 1.0%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

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**Table 2**

Q1. By Normal Weighting

Q1. To what extent do you agree or disagree with the following statement? "People with obesity are viewed negatively because of their weight"

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Strongly agree	502	365	137	84	99	78	47	21	36	13	35	32	31	20	7
	45.4%	42.3%	56.2%	49.5%	46.3%	46.0%	36.9%	25.0%	36.6%	50.1%	62.8%	61.9%	57.3%	50.8%	36.5%
Somewhat agree	447	373	74	66	88	73	56	40	51	12	15	16	15	12	3
	40.5%	43.3%	30.4%	39.0%	40.9%	43.0%	43.8%	48.1%	52.2%	46.4%	27.4%	31.2%	28.1%	31.9%	17.8%
Neither agree nor disagree	84	64	19	10	11	12	16	7	8	-	3	1	7	4	5
	7.6%	7.5%	7.9%	5.9%	5.0%	7.3%	12.2%	8.7%	8.7%	-	5.2%	2.1%	12.2%	9.5%	27.8%
Somewhat disagree	34	27	7	2	7	3	6	9	-	-	1	-	1	2	3
	3.1%	3.2%	2.8%	1.5%	3.2%	2.0%	4.6%	10.3%	-	-	1.5%	-	2.4%	4.1%	17.8%
Strongly disagree	34	28	7	6	8	2	2	7	2	1	2	2	-	1	-
	3.1%	3.2%	2.7%	3.7%	3.9%	1.2%	1.4%	8.0%	2.5%	3.5%	3.0%	4.7%	-	3.8%	-
Don't know	4	4	-	1	1	1	1	-	-	-	-	-	-	-	-
	0.4%	0.5%	-	0.4%	0.6%	0.5%	1.1%	-	-	-	-	-	-	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Table 7**  
Q3. By Normal Weighting  
**Q3. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Ethnic background**

**Base: All Respondents**

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	392 35.4%	160 29.5%	231 41.2%	85 43.4%	99 36.6%	96 43.5%	66 36.5%	38 31.4%	7 6.4%	26 27.1%	107 35.7%	32 38.0%	172 37.0%	54 34.1%
Somewhat likely	371 33.6%	182 33.4%	189 33.7%	59 30.0%	111 41.1%	72 32.6%	72 40.1%	44 35.9%	13 11.4%	22 22.8%	107 35.6%	34 40.2%	149 32.1%	58 37.0%
Neither likely or unlikely	195 17.7%	132 24.3%	63 11.2%	25 12.8%	26 9.6%	23 10.4%	28 15.7%	24 19.5%	69 59.8%	36 37.1%	48 16.1%	10 11.4%	84 18.0%	18 11.2%
Somewhat unlikely	96 8.7%	44 8.2%	52 9.2%	20 10.4%	22 8.0%	18 8.0%	8 4.7%	10 8.4%	18 15.4%	7 7.4%	27 8.9%	8 9.5%	36 7.8%	18 11.4%
Very unlikely	40 3.6%	20 3.6%	21 3.7%	5 2.5%	10 3.7%	12 5.5%	4 1.9%	4 3.4%	6 4.9%	5 5.6%	8 2.8%	1 0.9%	17 3.8%	8 5.2%
Don't know	11 1.0%	6 1.0%	5 0.9%	2 1.0%	3 1.1%	-	2 1.0%	2 1.3%	2 2.1%	-	3 0.9%	-	6 1.4%	2 1.1%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

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**Table 8**  
 Q3. By Normal Weighting  
**Q3. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
 Ethnic background

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	392	293	99	75	78	68	44	24	2	10	20	28	22	14	5
	35.4%	34.0%	40.5%	44.3%	36.6%	40.5%	34.5%	29.5%	2.5%	37.6%	36.5%	53.3%	41.3%	35.5%	27.8%
Somewhat likely	371	292	79	49	90	62	54	28	10	10	21	10	19	15	3
	33.6%	33.9%	32.3%	28.6%	41.9%	36.5%	42.4%	34.2%	10.2%	39.0%	37.7%	20.0%	34.7%	39.6%	17.8%
Neither likely or unlikely	195	160	36	23	23	16	18	17	63	2	3	7	10	7	7
	17.7%	18.6%	14.5%	13.4%	10.7%	9.5%	14.3%	20.8%	64.1%	8.9%	5.4%	13.1%	19.1%	16.9%	36.5%
Somewhat unlikely	96	77	20	19	13	15	6	7	18	2	9	3	3	3	-
	8.7%	8.9%	8.0%	10.9%	6.0%	8.6%	4.6%	8.6%	18.2%	7.2%	15.7%	6.2%	4.8%	8.1%	-
Very unlikely	40	31	10	4	8	8	4	4	2	1	2	4	-	-	3
	3.6%	3.6%	4.0%	2.3%	3.8%	5.0%	2.8%	5.0%	2.5%	3.5%	3.0%	7.4%	-	-	17.8%
Don't know	11	9	2	1	2	-	2	2	2	1	1	-	-	-	-
	1.0%	1.0%	0.8%	0.6%	0.9%	-	1.4%	1.9%	2.5%	3.7%	1.5%	-	-	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 9**  
Q4. By Normal Weighting  
**Q4. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Gender**

**Base: All Respondents**

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	478 43.3%	214 39.3%	264 47.1%	110 56.2%	107 39.6%	99 44.7%	76 42.1%	34 27.8%	52 45.1%	66 68.1%	145 48.2%	32 37.4%	176 37.8%	60 37.7%
Somewhat likely	327 29.6%	167 30.7%	160 28.5%	48 24.2%	96 35.4%	69 31.1%	64 35.3%	37 30.6%	14 12.3%	20 21.2%	89 29.6%	28 33.0%	137 29.5%	52 33.1%
Neither likely or unlikely	162 14.7%	96 17.7%	66 11.8%	19 9.9%	29 10.7%	28 12.8%	26 14.6%	27 21.9%	33 28.2%	4 3.8%	38 12.6%	13 15.1%	88 18.9%	20 12.7%
Somewhat unlikely	62 5.6%	26 4.7%	37 6.5%	8 4.2%	14 5.3%	10 4.6%	8 4.4%	13 10.8%	8 7.2%	2 2.4%	14 4.8%	8 9.3%	27 5.8%	11 6.8%
Very unlikely	59 5.3%	33 6.0%	26 4.7%	8 4.2%	19 7.1%	12 5.6%	4 2.3%	9 7.6%	6 4.9%	3 3.2%	9 3.1%	4 4.3%	32 6.9%	11 6.7%
Don't know	17 1.5%	8 1.5%	8 1.5%	2 1.2%	5 1.9%	3 1.2%	2 1.2%	2 1.3%	3 2.2%	1 1.3%	5 1.7%	1 0.9%	5 1.0%	5 2.9%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%



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**Table 10**  
 Q4. By Normal Weighting  
**Q4. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Gender**

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	478	381	97	95	88	76	51	23	47	15	19	23	25	11	5
	43.3%	44.3%	39.7%	56.1%	41.1%	45.1%	40.5%	27.5%	48.3%	56.8%	33.9%	43.5%	45.8%	28.2%	27.8%
Somewhat likely	327	258	69	42	76	53	49	27	11	6	19	16	15	10	3
	29.6%	30.0%	28.3%	24.7%	35.6%	31.2%	38.3%	33.2%	11.3%	21.3%	34.8%	30.8%	28.3%	24.9%	17.8%
Neither likely or unlikely	162	128	34	16	26	24	18	15	29	3	3	4	8	12	3
	14.7%	14.9%	13.9%	9.7%	12.0%	14.2%	14.1%	17.6%	30.0%	11.4%	5.3%	8.2%	15.7%	31.1%	18.7%
Somewhat unlikely	62	46	17	6	11	8	5	10	5	2	3	2	3	3	3
	5.6%	5.3%	6.8%	3.8%	5.1%	5.0%	4.0%	11.9%	5.2%	7.0%	6.1%	3.6%	5.6%	8.6%	17.8%
Very unlikely	59	38	21	7	12	6	3	6	2	1	7	6	1	3	3
	5.3%	4.4%	8.7%	4.4%	5.6%	3.8%	2.4%	7.8%	2.5%	3.5%	13.1%	11.2%	2.2%	7.2%	17.8%
Don't know	17	10	6	2	1	1	1	2	3	-	4	1	1	-	-
	1.5%	1.2%	2.7%	1.4%	0.6%	0.7%	0.7%	1.9%	2.7%	-	6.8%	2.6%	2.4%	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 11**  
 Q5. By Normal Weighting  
**Q5. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Sexual orientation**

**Base: All Respondents**

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	670	314	357	140	181	135	107	60	47	74	179	56	262	98
	60.6%	57.6%	63.6%	71.3%	67.0%	61.2%	59.5%	49.1%	40.6%	76.8%	59.6%	66.2%	56.4%	62.3%
Somewhat likely	276	149	128	39	62	59	50	36	31	16	77	22	118	43
	25.0%	27.3%	22.7%	19.9%	22.9%	26.6%	27.8%	29.4%	26.6%	16.6%	25.6%	25.6%	25.4%	27.5%
Neither likely or unlikely	66	31	35	5	11	12	14	15	8	1	22	4	32	7
	6.0%	5.7%	6.2%	2.8%	4.2%	5.4%	7.8%	12.0%	7.1%	1.3%	7.4%	4.4%	6.9%	4.3%
Somewhat unlikely	36	13	22	4	5	7	6	3	10	1	13	2	15	4
	3.2%	2.5%	3.9%	2.3%	1.9%	3.0%	3.2%	2.8%	8.8%	1.2%	4.3%	2.9%	3.2%	2.5%
Very unlikely	37	19	17	7	9	7	2	8	3	4	10	1	17	6
	3.3%	3.6%	3.1%	3.7%	3.2%	3.4%	1.2%	6.6%	2.8%	4.1%	3.2%	0.9%	3.6%	3.5%
Don't know	20	18	3	-	2	1	1	-	17	-	-	-	20	-
	1.8%	3.3%	0.4%	-	0.8%	0.3%	0.5%	-	14.4%	-	-	-	4.4%	-
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 12**  
Q5. By Normal Weighting  
**Q5. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Sexual orientation**

**Base: All Respondents**

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	670	527	143	121	147	105	70	41	44	19	34	30	38	19	3
	60.6%	61.3%	58.4%	71.3%	68.7%	62.1%	54.8%	49.4%	44.7%	71.9%	60.4%	58.5%	70.6%	48.6%	17.8%
Somewhat likely	276	211	65	34	46	47	39	24	23	5	16	12	11	12	8
	25.0%	24.5%	26.7%	19.8%	21.4%	27.7%	30.5%	28.6%	23.1%	20.9%	28.8%	22.9%	21.4%	31.2%	45.6%
Neither likely or unlikely	66	49	17	4	9	10	12	10	5	1	3	2	3	5	3
	6.0%	5.7%	6.8%	2.6%	4.2%	5.8%	9.1%	11.7%	5.0%	3.7%	4.6%	4.2%	4.7%	12.8%	18.7%
Somewhat unlikely	36	29	7	4	3	4	4	3	10	-	3	2	2	-	-
	3.2%	3.4%	2.7%	2.6%	1.2%	2.6%	3.2%	4.2%	10.2%	-	4.7%	4.4%	3.4%	-	-
Very unlikely	37	25	12	6	9	2	2	5	-	1	-	5	-	3	3
	3.3%	2.8%	5.0%	3.8%	4.0%	1.3%	1.7%	6.2%	-	3.5%	-	10.0%	-	7.4%	17.8%
Don't know	20	20	1	-	1	1	1	-	17	-	1	-	-	-	-
	1.8%	2.3%	0.4%	-	0.6%	0.4%	0.7%	-	17.0%	-	1.5%	-	-	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 13**  
Q6. By Normal Weighting  
**Q6. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
Height

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	133 12.1%	56 10.3%	77 13.7%	27 13.8%	38 14.1%	32 14.6%	22 12.2%	14 11.3%	-	9 9.1%	44 14.7%	15 18.2%	48 10.2%	17 11.0%
Somewhat likely	387 35.0%	182 33.4%	205 36.5%	77 39.0%	94 34.9%	83 37.7%	61 33.8%	34 28.3%	38 32.4%	26 27.1%	111 36.9%	27 31.1%	171 36.8%	52 33.1%
Neither likely or unlikely	221 20.0%	108 19.8%	113 20.2%	31 15.7%	53 19.5%	44 19.8%	42 23.4%	35 28.7%	17 14.8%	8 8.6%	61 20.3%	15 17.6%	99 21.3%	38 24.0%
Somewhat unlikely	226 20.4%	110 20.2%	116 20.7%	45 22.7%	58 21.6%	39 17.6%	40 22.4%	21 17.6%	22 19.2%	14 14.4%	61 20.2%	20 23.1%	100 21.5%	32 20.0%
Very unlikely	131 11.8%	85 15.7%	45 8.1%	17 8.8%	24 8.9%	22 10.0%	14 7.7%	39 11.9%	33.6%	38 39.3%	22 7.4%	9 10.1%	44 9.5%	18 11.2%
Don't know	7 0.7%	3 0.6%	4 0.8%	-	3 1.1%	1 0.3%	1 0.5%	3 2.3%	-	1 1.5%	2 0.5%	-	3 0.7%	1 0.8%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

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**Table 14**  
Q6. By Normal Weighting  
**Q6. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
Height

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	133	95	38	24	30	23	13	6	-	3	8	10	10	8	-
	12.1%	11.0%	15.6%	14.4%	13.9%	13.4%	9.9%	6.8%	-	9.8%	14.6%	18.8%	17.8%	20.9%	-
Somewhat likely	387	300	87	66	76	66	42	23	26	11	18	17	19	11	11
	35.0%	34.8%	35.6%	38.5%	35.7%	39.3%	33.0%	28.1%	26.7%	42.1%	31.6%	32.3%	35.5%	28.8%	63.5%
Neither likely or unlikely	221	167	54	26	43	34	28	22	14	5	10	9	14	13	3
	20.0%	19.4%	22.1%	15.4%	19.9%	20.4%	22.4%	26.2%	14.1%	17.6%	17.6%	18.0%	25.7%	33.9%	18.7%
Somewhat unlikely	226	182	44	39	48	29	32	15	19	5	10	10	9	6	3
	20.4%	21.1%	18.1%	23.1%	22.4%	17.0%	24.9%	18.1%	19.5%	19.9%	18.5%	19.6%	16.6%	16.4%	17.8%
Very unlikely	131	112	19	15	17	16	12	14	39	3	8	6	2	-	-
	11.8%	13.0%	7.6%	8.5%	7.7%	9.6%	9.1%	17.4%	39.7%	10.7%	13.6%	11.2%	4.4%	-	-
Don't know	7	5	2	-	1	1	1	3	-	-	2	-	-	-	-
	0.7%	0.6%	0.9%	-	0.3%	0.4%	0.7%	3.4%	-	-	4.1%	-	-	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 15**  
Q7. By Normal Weighting  
**Q7. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Being overweight**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	535 48.5%	209 38.5%	326 58.1%	124 63.1%	135 50.2%	125 56.8%	80 44.2%	46 38.2%	25 21.2%	41 42.3%	156 51.7%	44 51.6%	220 47.2%	75 47.8%
Somewhat likely	404 36.6%	235 43.1%	170 30.3%	52 26.3%	100 36.9%	73 33.2%	76 41.8%	39 32.3%	65 56.1%	42 43.5%	108 35.9%	28 32.5%	168 36.2%	58 36.9%
Neither likely or unlikely	79 7.2%	53 9.8%	26 4.6%	7 3.4%	14 5.2%	8 3.7%	15 8.2%	19 16.0%	16 14.1%	4 3.8%	21 7.0%	6 7.1%	40 8.5%	9 5.8%
Somewhat unlikely	46 4.2%	26 4.9%	20 3.6%	11 5.6%	9 3.3%	6 2.9%	4 2.2%	9 7.0%	8 6.5%	6 6.0%	9 3.0%	5 5.3%	19 4.2%	8 4.9%
Very unlikely	36 3.2%	18 3.3%	18 3.1%	3 1.6%	11 4.2%	7 3.1%	6 3.1%	6 5.2%	2 2.1%	4 4.3%	6 1.9%	3 3.4%	16 3.5%	7 4.1%
Don't know	4 0.4%	2 0.4%	2 0.3%	- 0.2%	1 0.4%	1 0.5%	2 1.3%	- 1.3%	- 1.3%	- 0.5%	2 0.5%	- 0.5%	2 0.3%	1 0.5%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

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**Table 16**  
 Q7. By Normal Weighting  
**Q7. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
**Being overweight**

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	535	412	124	109	112	93	54	27	16	14	23	33	25	20	8
	48.5%	47.8%	50.7%	64.3%	52.3%	54.8%	42.9%	32.1%	16.7%	55.3%	41.9%	63.1%	47.2%	51.0%	45.6%
Somewhat likely	404	324	80	44	76	59	55	28	62	7	24	14	20	11	3
	36.6%	37.7%	32.8%	26.0%	35.5%	34.9%	43.5%	34.0%	63.1%	28.6%	42.6%	27.5%	37.9%	28.6%	17.8%
Neither likely or unlikely	79	55	24	4	11	7	11	13	10	2	3	1	4	7	7
	7.2%	6.4%	9.9%	2.6%	5.1%	4.0%	8.3%	15.6%	9.9%	8.9%	5.6%	2.6%	7.9%	16.9%	36.5%
Somewhat unlikely	46	40	6	10	6	5	4	7	8	1	3	1	-	1	-
	4.2%	4.7%	2.5%	5.9%	3.0%	3.1%	3.1%	8.7%	7.8%	3.7%	4.6%	2.1%	-	3.6%	-
Very unlikely	36	26	10	2	8	4	2	6	2	1	3	2	4	-	-
	3.2%	3.0%	4.1%	1.3%	3.8%	2.6%	1.4%	7.7%	2.5%	3.5%	5.3%	4.6%	7.0%	-	-
Don't know	4	4	-	-	1	1	1	2	-	-	-	-	-	-	-
	0.4%	0.5%	-	-	0.3%	0.5%	0.7%	1.9%	-	-	-	-	-	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 17**  
Q8. By Normal Weighting  
**Q8. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
Health (including mental health)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Very likely	426 38.6%	183 33.6%	244 43.4%	76 38.7%	112 41.5%	104 47.0%	77 42.7%	37 30.2%	21 17.9%	32 33.6%	133 44.2%	36 42.1%	166 35.7%	59 37.5%
Somewhat likely	433 39.2%	241 44.3%	193 34.3%	68 34.8%	108 40.0%	81 36.8%	62 34.5%	48 39.6%	65 56.6%	45 47.1%	110 36.7%	33 38.4%	182 39.1%	63 40.1%
Neither likely or unlikely	119 10.8%	58 10.6%	61 10.9%	20 10.1%	25 9.1%	23 10.5%	23 12.9%	16 13.1%	12 10.4%	7 7.7%	26 8.5%	9 10.4%	61 13.0%	16 10.4%
Somewhat unlikely	61 5.5%	31 5.7%	30 5.3%	20 10.0%	13 4.8%	4 1.7%	11 5.9%	5 3.7%	9 8.1%	5 4.9%	20 6.8%	4 5.3%	24 5.1%	8 4.9%
Very unlikely	54 4.9%	25 4.5%	29 5.2%	10 5.1%	13 4.7%	8 3.6%	5 2.9%	13 10.8%	5 4.3%	7 6.8%	7 2.4%	3 3.0%	29 6.2%	9 5.5%
Don't know	12 1.0%	7 1.3%	4 0.8%	3 1.3%	- 0.4%	1 0.4%	2 1.0%	3 2.6%	3 2.8%	- -	4 1.4%	1 0.9%	4 0.9%	2 1.6%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%



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**Table 18**  
Q8. By Normal Weighting  
**Q8. How likely or unlikely do you think people are to discriminate against someone because of the following?**  
Health (including mental health)

Base: All Respondents

	Obesity		Age + Obesity												
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Very likely	426	317	109	62	90	78	50	26	12	14	22	26	27	11	8
	38.6%	36.9%	44.7%	36.2%	41.8%	46.2%	39.3%	30.8%	12.8%	55.0%	40.1%	49.8%	50.8%	28.7%	45.6%
Somewhat likely	433	358	76	61	89	63	43	35	65	7	19	18	19	13	-
	39.2%	41.6%	30.9%	35.9%	41.7%	37.3%	34.2%	42.9%	67.0%	27.3%	33.3%	35.2%	35.3%	32.6%	-
Neither likely or unlikely	119	85	34	17	16	19	18	7	9	3	8	4	5	9	3
	10.8%	9.9%	13.9%	10.0%	7.6%	11.1%	14.0%	7.9%	8.8%	10.7%	15.0%	8.6%	10.2%	24.3%	18.7%
Somewhat unlikely	61	51	10	19	10	3	9	5	6	1	3	1	2	-	3
	5.5%	5.9%	4.1%	11.0%	4.6%	1.7%	6.9%	5.4%	6.3%	3.5%	5.4%	1.8%	3.7%	-	17.8%
Very unlikely	54	41	12	9	9	5	5	8	5	1	3	2	-	6	-
	4.9%	4.8%	5.1%	5.3%	4.3%	3.2%	4.2%	9.1%	5.1%	3.5%	6.2%	4.6%	-	14.4%	-
Don't know	12	8	3	3	-	1	2	3	-	-	-	-	-	-	3
	1.0%	1.0%	1.3%	1.5%	-	0.5%	1.5%	3.8%	-	-	-	-	-	-	17.8%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 27**  
 Q13. By Normal Weighting  
**Q13. Imagine you are interviewing candidates for a job where you work. If there were two candidates who were equally qualified, one of whom was overweight and one of whom was not, would you be more or less likely to appoint the overweight candidate?**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
More likely to appoint the overweight candidate	98	37	60	17	38	22	9	6	6	11	31	7	39	10
	8.8%	6.9%	10.8%	8.5%	14.2%	10.0%	4.9%	4.9%	5.0%	11.4%	10.2%	8.1%	8.4%	6.4%
Neither more or less likely to appoint the overweight candidate	638	315	323	138	153	126	93	69	59	60	162	53	259	104
	57.8%	58.0%	57.5%	70.2%	56.7%	57.2%	51.5%	56.6%	51.2%	61.9%	54.0%	62.3%	55.8%	65.9%
Less likely to appoint the overweight candidate	238	111	128	29	52	54	53	27	23	19	70	17	101	32
	21.6%	20.4%	22.7%	14.7%	19.4%	24.4%	29.4%	22.1%	20.1%	19.2%	23.4%	19.6%	21.8%	20.0%
Don't know	131	80	50	13	26	18	26	20	28	7	37	8	65	12
	11.8%	14.8%	9.0%	6.6%	9.7%	8.4%	14.2%	16.4%	23.8%	7.5%	12.4%	9.9%	14.1%	7.7%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 28**  
 Q13. By Normal Weighting  
**Q13. Imagine you are interviewing candidates for a job where you work. If there were two candidates who were equally qualified, one of whom was overweight and one of whom was not, would you be more or less likely to appoint the overweight candidate?**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
More likely to appoint the overweight candidate	98	69	29	11	28	18	5	4	3	5	11	5	4	1	3
	8.8%	8.0%	11.8%	6.7%	13.0%	10.4%	4.0%	5.4%	2.6%	20.1%	18.8%	8.9%	6.9%	3.8%	17.8%
Neither more or less likely to appoint the overweight candidate	638	502	136	122	120	96	67	47	51	16	33	31	26	22	8
	57.8%	58.4%	55.6%	71.5%	56.1%	56.7%	52.9%	56.4%	52.2%	61.9%	58.8%	59.0%	48.3%	57.2%	45.6%
Less likely to appoint the overweight candidate	238	186	52	25	45	42	39	18	17	4	8	12	14	8	7
	21.6%	21.6%	21.3%	14.8%	20.9%	25.1%	30.7%	22.3%	17.0%	14.1%	13.9%	22.2%	26.4%	21.7%	36.5%
Don't know	131	103	27	12	21	13	16	13	28	1	5	5	10	7	-
	11.8%	12.0%	11.3%	7.0%	10.0%	7.9%	12.5%	16.0%	28.2%	3.9%	8.4%	10.0%	18.4%	17.4%	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 29**  
Q14-Q24. By Normal Weighting  
**Q14-Q24. Have you ever felt judged because of your weight in the following?**  
Top Box Summary Table

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
At school	428	171	257	114	141	85	55	14	20	39	121	30	168	70
	38.8%	31.5%	45.8%	57.9%	52.1%	38.5%	30.7%	11.6%	17.0%	40.6%	40.2%	34.7%	36.2%	44.7%
At work	335	144	191	56	117	76	50	21	16	29	77	30	150	50
	30.3%	26.5%	34.1%	28.5%	43.3%	34.2%	27.9%	17.2%	13.4%	29.7%	25.7%	34.7%	32.3%	31.4%
In social situations	447	172	275	105	129	103	58	31	21	33	113	41	195	66
	40.4%	31.5%	49.1%	53.4%	47.9%	46.7%	31.8%	25.6%	17.9%	34.1%	37.5%	47.8%	41.8%	41.7%
In dating situations	342	148	194	68	101	81	50	22	20	25	93	25	142	57
	30.9%	27.2%	34.5%	34.7%	37.2%	36.8%	27.7%	18.2%	16.9%	25.5%	31.1%	29.0%	30.5%	36.5%
In restaurants	232	89	143	44	76	62	24	11	15	17	59	16	103	37
	21.0%	16.4%	25.4%	22.7%	28.2%	27.9%	13.1%	9.2%	12.7%	17.5%	19.8%	18.2%	22.2%	23.5%
At the gym	333	149	183	72	99	84	43	20	14	28	86	29	134	57
	30.1%	27.5%	32.7%	36.9%	36.5%	38.1%	23.9%	16.4%	12.4%	29.0%	28.6%	33.5%	28.7%	35.8%
At home (family)	443	146	297	102	125	99	56	39	22	36	113	40	181	73
	40.1%	26.9%	52.9%	52.2%	46.2%	44.8%	31.1%	32.0%	19.0%	37.5%	37.6%	47.1%	38.9%	46.0%
Healthcare settings (eg. hospital or GP surgery)	287	104	182	55	82	69	39	29	14	20	74	29	119	44
	26.0%	19.2%	32.5%	28.0%	30.4%	31.2%	21.4%	23.6%	11.8%	20.9%	24.8%	34.2%	25.6%	27.9%
Online (eg. social media)	238	102	136	57	87	50	24	13	8	24	56	22	96	40
	21.5%	18.8%	24.2%	29.1%	32.1%	22.6%	13.1%	10.9%	6.5%	25.2%	18.5%	26.0%	20.6%	25.5%
On public transport	277	108	169	55	81	58	44	23	16	21	68	25	120	44
	25.1%	19.9%	30.2%	27.9%	30.1%	26.3%	24.3%	19.3%	13.8%	21.4%	22.5%	29.4%	25.8%	27.8%
Clothes shops/ fashion outlets	417	142	276	77	116	100	55	41	29	35	106	35	177	64
	37.8%	26.0%	49.1%	39.2%	42.9%	45.1%	30.4%	33.7%	25.0%	36.4%	35.4%	41.1%	38.0%	40.5%

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**Table 30**  
 Q14-Q24. By Normal Weighting  
**Q14-Q24. Have you ever felt judged because of your weight in the following?**  
**Top Box Summary Table**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
At school	428	312	117	92	100	58	39	11	11	22	41	27	16	3	8
	38.8%	36.2%	47.8%	54.1%	46.6%	34.3%	31.0%	13.4%	11.6%	82.3%	73.2%	52.1%	29.9%	7.7%	46.5%
At work	335	224	111	46	80	45	32	12	9	10	37	30	18	9	7
	30.3%	26.0%	45.5%	27.0%	37.4%	26.7%	25.4%	14.3%	9.1%	38.6%	65.8%	58.8%	34.0%	23.4%	36.5%
In social situations	447	305	142	84	95	67	34	11	14	21	35	36	23	20	7
	40.4%	35.5%	58.0%	49.3%	44.2%	39.9%	27.0%	13.3%	14.4%	80.6%	62.3%	69.1%	43.3%	51.9%	36.5%
In dating situations	342	224	118	54	68	48	32	10	11	14	33	33	18	12	8
	30.9%	26.0%	48.2%	31.8%	31.7%	28.5%	25.6%	12.4%	11.5%	53.7%	58.5%	63.9%	32.9%	30.7%	46.5%
In restaurants	232	139	93	33	42	36	13	8	6	11	34	26	10	3	8
	21.0%	16.2%	38.0%	19.6%	19.4%	21.3%	10.6%	10.0%	6.5%	42.7%	61.8%	49.5%	19.2%	7.4%	46.5%
At the gym	333	219	113	58	65	53	26	10	8	15	33	31	18	10	7
	30.1%	25.5%	46.4%	34.0%	30.5%	31.3%	20.1%	12.2%	8.0%	55.6%	59.8%	60.4%	32.8%	25.4%	36.5%
At home (family)	443	307	136	85	94	65	36	17	10	18	30	34	21	22	12
	40.1%	35.7%	55.6%	49.8%	44.0%	38.7%	28.0%	20.7%	10.7%	68.1%	54.4%	64.8%	38.4%	56.1%	64.3%
Healthcare settings (eg. hospital or GP surgery)	287	163	124	41	48	39	21	8	5	14	34	30	17	21	8
	26.0%	18.9%	50.8%	24.0%	22.4%	23.2%	16.8%	9.6%	5.5%	53.9%	60.9%	57.2%	32.1%	53.4%	46.5%
Online (eg. social media)	238	170	68	49	60	31	15	9	8	9	27	19	8	4	-
	21.5%	19.8%	27.7%	28.5%	27.8%	18.3%	11.9%	10.6%	7.8%	32.7%	48.3%	36.7%	15.8%	11.5%	-
On public transport	277	170	107	38	53	34	24	13	8	17	28	24	19	10	8
	25.1%	19.7%	44.0%	22.5%	24.7%	20.1%	19.2%	15.7%	7.8%	63.3%	50.8%	46.8%	36.3%	26.9%	46.5%
Clothes shops/fashion outlets	417	263	154	58	78	61	33	19	14	19	38	39	22	22	15
	37.8%	30.6%	63.0%	34.0%	36.4%	36.2%	26.1%	23.1%	14.4%	73.1%	67.9%	74.3%	40.6%	56.3%	82.2%

**Table 31**  
 Q14. By Normal Weighting  
**Q14. Have you ever felt judged because of your weight in the following?**  
**At school**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	428	171	257	114	141	85	55	14	20	39	121	30	168	70
	38.8%	31.5%	45.8%	57.9%	52.1%	38.5%	30.7%	11.6%	17.0%	40.6%	40.2%	34.7%	36.2%	44.7%
Have not felt judged	617	340	277	78	123	122	112	95	87	56	161	51	276	73
	55.8%	62.4%	49.4%	39.8%	45.7%	55.2%	62.0%	78.2%	74.9%	58.3%	53.5%	59.6%	59.3%	46.3%
Don't know	60	33	27	5	6	14	13	12	9	1	19	5	21	14
	5.4%	6.1%	4.7%	2.3%	2.2%	6.3%	7.4%	10.3%	8.1%	1.1%	6.3%	5.7%	4.4%	9.0%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 32**  
 Q14. By Normal Weighting  
**Q14. Have you ever felt judged because of your weight in the following?**  
**At school**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	428	312	117	92	100	58	39	11	11	22	41	27	16	3	8
	38.8%	36.2%	47.8%	54.1%	46.6%	34.3%	31.0%	13.4%	11.6%	82.3%	73.2%	52.1%	29.9%	7.7%	46.5%
Have not felt judged	617	513	104	73	109	100	81	69	80	5	14	22	31	26	6
	55.8%	59.6%	42.6%	43.2%	51.1%	58.8%	64.1%	83.4%	82.1%	17.7%	25.2%	43.2%	57.0%	67.0%	35.7%
Don't know	60	36	23	5	5	12	6	3	6	-	1	2	7	10	3
	5.4%	4.2%	9.6%	2.7%	2.3%	6.9%	5.0%	3.2%	6.3%	-	1.5%	4.7%	13.1%	25.3%	17.8%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 33**  
 Q15. By Normal Weighting  
**Q15. Have you ever felt judged because of your weight in the following?**  
**At work**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	335	144	191	56	117	76	50	21	16	29	77	30	150	50
	30.3%	26.5%	34.1%	28.5%	43.3%	34.2%	27.9%	17.2%	13.4%	29.7%	25.7%	34.7%	32.3%	31.4%
Have not felt judged	703	365	338	132	141	127	118	92	94	65	199	52	290	96
	63.6%	67.1%	60.2%	67.1%	52.2%	57.4%	65.1%	75.5%	81.3%	67.8%	66.3%	61.5%	62.3%	60.8%
Don't know	67	35	32	9	12	18	12	9	6	2	24	3	25	12
	6.1%	6.4%	5.7%	4.4%	4.5%	8.4%	6.9%	7.3%	5.3%	2.5%	8.0%	3.8%	5.4%	7.8%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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**Table 34**  
 Q15. By Normal Weighting  
**Q15. Have you ever felt judged because of your weight in the following?**  
**At work**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	335 30.3%	224 26.0%	111 45.5%	46 27.0%	80 37.4%	45 26.7%	32 25.4%	12 14.3%	9 9.1%	10 38.6%	37 65.8%	30 58.8%	18 34.0%	9 23.4%	7 36.5%
Have not felt judged	703 63.6%	587 68.2%	116 47.5%	116 68.0%	126 58.8%	109 64.4%	88 69.3%	66 79.3%	83 84.6%	16 61.4%	15 26.5%	18 34.6%	30 55.3%	26 67.4%	11 63.5%
Don't know	67 6.1%	50 5.8%	17 7.0%	9 5.1%	8 3.7%	15 8.9%	7 5.3%	5 6.5%	6 6.3%	-	4 7.6%	3 6.6%	6 10.7%	4 9.2%	-
SIGMA	1105 100.0%	861 100.0%	244 100.0%	170 100.0%	214 100.0%	169 100.0%	127 100.0%	83 100.0%	98 100.0%	26 100.0%	56 100.0%	52 100.0%	54 100.0%	39 100.0%	18 100.0%

**Table 35**  
 Q16. By Normal Weighting  
**Q16. Have you ever felt judged because of your weight in the following?**  
 In social situations

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	447	172	275	105	129	103	58	31	21	33	113	41	195	66
	40.4%	31.5%	49.1%	53.4%	47.9%	46.7%	31.8%	25.6%	17.9%	34.1%	37.5%	47.8%	41.8%	41.7%
Have not felt judged	600	339	261	85	132	104	109	82	89	60	164	43	253	81
	54.3%	62.4%	46.5%	43.3%	48.9%	47.0%	60.3%	67.3%	76.8%	62.0%	54.4%	50.0%	54.5%	51.4%
Don't know	58	33	25	6	9	14	14	9	6	4	24	2	17	11
	5.2%	6.1%	4.4%	3.2%	3.2%	6.3%	7.9%	7.1%	5.3%	3.9%	8.0%	2.1%	3.7%	6.9%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 36**  
Q16. By Normal Weighting  
**Q16. Have you ever felt judged because of your weight in the following?**  
In social situations

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	447	305	142	84	95	67	34	11	14	21	35	36	23	20	7
	40.4%	35.5%	58.0%	49.3%	44.2%	39.9%	27.0%	13.3%	14.4%	80.6%	62.3%	69.1%	43.3%	51.9%	36.5%
Have not felt judged	600	513	87	80	112	93	85	66	77	5	20	11	23	16	11
	54.3%	59.6%	35.8%	47.0%	52.2%	54.8%	67.3%	79.3%	79.3%	19.4%	36.2%	21.6%	43.6%	41.6%	63.5%
Don't know	58	43	15	6	8	9	7	6	6	-	1	5	7	3	-
	5.2%	4.9%	6.2%	3.7%	3.6%	5.4%	5.7%	7.4%	6.3%	-	1.5%	9.3%	13.1%	6.5%	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 37**  
 Q17. By Normal Weighting  
**Q17. Have you ever felt judged because of your weight in the following?**  
**In dating situations**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	342	148	194	68	101	81	50	22	20	25	93	25	142	57
	30.9%	27.2%	34.5%	34.7%	37.2%	36.8%	27.7%	18.2%	16.9%	25.5%	31.1%	29.0%	30.5%	36.5%
Have not felt judged	688	359	329	116	153	129	112	90	87	68	184	56	293	87
	62.2%	66.0%	58.6%	59.0%	56.6%	58.4%	62.3%	74.3%	75.5%	70.8%	61.2%	65.1%	63.0%	55.2%
Don't know	75	37	38	12	17	11	18	9	9	4	23	5	30	13
	6.8%	6.8%	6.8%	6.3%	6.2%	4.8%	10.0%	7.5%	7.5%	3.7%	7.7%	5.9%	6.6%	8.3%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 38**  
Q17. By Normal Weighting  
**Q17. Have you ever felt judged because of your weight in the following?**  
In dating situations

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	342	224	118	54	68	48	32	10	11	14	33	33	18	12	8
	30.9%	26.0%	48.2%	31.8%	31.7%	28.5%	25.6%	12.4%	11.5%	53.7%	58.5%	63.9%	32.9%	30.7%	46.5%
Have not felt judged	688	582	106	107	133	111	84	69	78	8	20	18	29	22	10
	62.2%	67.6%	43.4%	63.1%	62.1%	65.8%	65.8%	82.9%	79.6%	31.9%	35.4%	34.3%	54.0%	55.8%	53.5%
Don't know	75	55	20	9	13	10	11	4	9	4	3	1	7	5	-
	6.8%	6.4%	8.3%	5.1%	6.2%	5.7%	8.6%	4.7%	8.9%	14.4%	6.1%	1.9%	13.1%	13.4%	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 39**  
 Q18. By Normal Weighting  
**Q18. Have you ever felt judged because of your weight in the following?**  
**In restaurants**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	232	89	143	44	76	62	24	11	15	17	59	16	103	37
	21.0%	16.4%	25.4%	22.7%	28.2%	27.9%	13.1%	9.2%	12.7%	17.5%	19.8%	18.2%	22.2%	23.5%
Have not felt judged	795	412	383	140	185	148	136	94	92	78	210	64	334	109
	72.0%	75.7%	68.3%	71.4%	68.4%	67.2%	75.4%	77.5%	79.2%	81.4%	69.9%	74.7%	71.9%	68.8%
Don't know	78	43	35	12	9	11	21	16	9	1	31	6	28	12
	7.1%	7.9%	6.3%	6.0%	3.4%	4.9%	11.4%	13.3%	8.1%	1.2%	10.3%	7.1%	6.0%	7.7%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 40**  
 Q18. By Normal Weighting  
**Q18. Have you ever felt judged because of your weight in the following?**  
**In restaurants**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	232	139	93	33	42	36	13	8	6	11	34	26	10	3	8
	21.0%	16.2%	38.0%	19.6%	19.4%	21.3%	10.6%	10.0%	6.5%	42.7%	61.8%	49.5%	19.2%	7.4%	46.5%
Have not felt judged	795	673	122	126	167	125	102	69	85	14	18	24	34	26	6
	72.0%	78.2%	49.9%	74.1%	77.9%	73.6%	80.5%	82.9%	87.2%	53.6%	32.0%	46.0%	63.5%	65.9%	35.7%
Don't know	78	48	30	11	6	9	11	6	6	1	3	2	9	10	3
	7.1%	5.6%	12.1%	6.3%	2.7%	5.0%	9.0%	7.1%	6.3%	3.7%	6.2%	4.5%	17.3%	26.7%	17.8%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 41**  
Q19. By Normal Weighting  
**Q19. Have you ever felt judged because of your weight in the following?**  
**At the gym**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	333	149	183	72	99	84	43	20	14	28	86	29	134	57
	30.1%	27.5%	32.7%	36.9%	36.5%	38.1%	23.9%	16.4%	12.4%	29.0%	28.6%	33.5%	28.7%	35.8%
Have not felt judged	646	331	315	96	154	115	116	86	80	59	176	51	275	85
	58.5%	60.8%	56.2%	48.8%	57.0%	51.9%	64.2%	70.5%	69.3%	61.2%	58.4%	59.7%	59.2%	54.0%
Don't know	126	64	62	28	17	22	22	16	21	9	39	6	56	16
	11.4%	11.8%	11.1%	14.3%	6.5%	10.0%	11.9%	13.1%	18.3%	9.8%	13.0%	6.8%	12.0%	10.2%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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**Table 42**  
 Q19. By Normal Weighting  
**Q19. Have you ever felt judged because of your weight in the following?**  
**At the gym**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	333	219	113	58	65	53	26	10	8	15	33	31	18	10	7
	30.1%	25.5%	46.4%	34.0%	30.5%	31.3%	20.1%	12.2%	8.0%	55.6%	59.8%	60.4%	32.8%	25.4%	36.5%
Have not felt judged	646	551	95	88	133	98	91	66	75	7	21	17	25	20	5
	58.5%	64.0%	38.8%	51.9%	62.2%	57.9%	71.6%	79.4%	76.9%	28.6%	37.1%	32.3%	46.5%	51.5%	27.8%
Don't know	126	90	36	24	16	18	11	7	15	4	2	4	11	9	6
	11.4%	10.5%	14.8%	14.1%	7.3%	10.8%	8.3%	8.5%	15.1%	15.9%	3.1%	7.3%	20.7%	23.1%	35.7%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Table 43**  
 Q20. By Normal Weighting  
**Q20. Have you ever felt judged because of your weight in the following?**  
 At home (family)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	443	146	297	102	125	99	56	39	22	36	113	40	181	73
	40.1%	26.9%	52.9%	52.2%	46.2%	44.8%	31.1%	32.0%	19.0%	37.5%	37.6%	47.1%	38.9%	46.0%
Have not felt judged	624	374	250	91	139	113	115	80	88	60	171	45	269	79
	56.5%	68.7%	44.6%	46.2%	51.5%	50.9%	63.5%	65.4%	75.7%	62.5%	56.8%	52.9%	57.9%	49.9%
Don't know	38	24	14	3	6	9	10	3	6	-	17	-	15	6
	3.4%	4.4%	2.5%	1.6%	2.3%	4.2%	5.4%	2.6%	5.3%	-	5.6%	-	3.2%	4.0%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 44**  
 Q20. By Normal Weighting  
**Q20. Have you ever felt judged because of your weight in the following?**  
 At home (family)

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	443	307	136	85	94	65	36	17	10	18	30	34	21	22	12
	40.1%	35.7%	55.6%	49.8%	44.0%	38.7%	28.0%	20.7%	10.7%	68.1%	54.4%	64.8%	38.4%	56.1%	64.3%
Have not felt judged	624	523	101	82	115	94	87	62	81	8	24	18	27	17	6
	56.5%	60.7%	41.4%	48.4%	53.9%	55.7%	68.8%	75.5%	83.0%	31.9%	42.5%	35.2%	50.9%	43.9%	35.7%
Don't know	38	30	7	3	5	9	4	3	6	-	2	-	6	-	-
	3.4%	3.5%	3.1%	1.9%	2.1%	5.5%	3.2%	3.8%	6.3%	-	3.1%	-	10.7%	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 45**  
 Q21. By Normal Weighting  
**Q21. Have you ever felt judged because of your weight in the following?**  
 Healthcare settings (eg. hospital or GP surgery)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	287	104	182	55	82	69	39	29	14	20	74	29	119	44
	26.0%	19.2%	32.5%	28.0%	30.4%	31.2%	21.4%	23.6%	11.8%	20.9%	24.8%	34.2%	25.6%	27.9%
Have not felt judged	757	407	350	132	177	133	129	88	96	72	204	54	328	98
	68.5%	74.8%	62.4%	67.5%	65.7%	60.4%	71.6%	72.6%	82.8%	75.0%	68.0%	63.7%	70.6%	61.8%
Don't know	61	33	29	9	11	19	13	5	6	4	22	2	18	16
	5.6%	6.0%	5.1%	4.5%	3.9%	8.4%	7.0%	3.8%	5.3%	4.1%	7.3%	2.1%	3.8%	10.3%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 46**  
 Q21. By Normal Weighting  
**Q21. Have you ever felt judged because of your weight in the following?**  
 Healthcare settings (eg. hospital or GP surgery)

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	287	163	124	41	48	39	21	8	5	14	34	30	17	21	8
	26.0%	18.9%	50.8%	24.0%	22.4%	23.2%	16.8%	9.6%	5.5%	53.9%	60.9%	57.2%	32.1%	53.4%	46.5%
Have not felt judged	757	653	104	121	158	116	100	72	86	11	19	18	29	17	10
	68.5%	75.9%	42.4%	71.4%	73.9%	68.4%	78.7%	86.6%	88.2%	42.3%	34.3%	34.2%	54.8%	42.8%	53.5%
Don't know	61	45	17	8	8	14	6	3	6	1	3	4	7	1	-
	5.6%	5.2%	6.8%	4.6%	3.7%	8.4%	4.4%	3.8%	6.3%	3.7%	4.7%	8.6%	13.1%	3.8%	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 47**  
 Q22. By Normal Weighting  
**Q22. Have you ever felt judged because of your weight in the following?**  
 Online (eg. social media)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	238	102	136	57	87	50	24	13	8	24	56	22	96	40
	21.5%	18.8%	24.2%	29.1%	32.1%	22.6%	13.1%	10.9%	6.5%	25.2%	18.5%	26.0%	20.6%	25.5%
Have not felt judged	785	399	386	127	172	152	144	95	96	67	224	58	330	105
	71.0%	73.4%	68.7%	64.9%	63.7%	68.6%	79.5%	77.8%	82.6%	69.8%	74.4%	68.0%	71.0%	66.9%
Don't know	82	43	40	12	11	19	13	14	13	5	22	5	39	12
	7.5%	7.9%	7.0%	6.0%	4.2%	8.8%	7.4%	11.3%	10.9%	5.0%	7.1%	6.0%	8.4%	7.6%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 48**  
Q22. By Normal Weighting  
**Q22. Have you ever felt judged because of your weight in the following?**  
Online (eg. social media)

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	238	170	68	49	60	31	15	9	8	9	27	19	8	4	-
	21.5%	19.8%	27.7%	28.5%	27.8%	18.3%	11.9%	10.6%	7.8%	32.7%	48.3%	36.7%	15.8%	11.5%	-
Have not felt judged	785	644	140	113	145	126	104	72	84	15	27	25	39	22	12
	71.0%	74.8%	57.5%	66.2%	67.7%	74.6%	82.1%	87.5%	85.9%	56.4%	48.5%	49.1%	73.5%	57.3%	64.3%
Don't know	82	46	36	9	10	12	8	2	6	3	2	7	6	12	6
	7.5%	5.4%	14.8%	5.2%	4.5%	7.1%	6.1%	1.9%	6.3%	10.9%	3.2%	14.1%	10.7%	31.2%	35.7%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Table 49**  
 Q23. By Normal Weighting  
**Q23. Have you ever felt judged because of your weight in the following?**  
**On public transport**

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	277	108	169	55	81	58	44	23	16	21	68	25	120	44
	25.1%	19.9%	30.2%	27.9%	30.1%	26.3%	24.3%	19.3%	13.8%	21.4%	22.5%	29.4%	25.8%	27.8%
Have not felt judged	748	389	359	130	178	148	120	82	90	70	201	54	322	102
	67.7%	71.5%	64.1%	66.4%	66.0%	67.0%	66.3%	67.1%	78.1%	72.2%	66.8%	63.7%	69.2%	64.5%
Don't know	79	47	32	11	10	15	17	17	9	6	32	6	23	12
	7.2%	8.6%	5.8%	5.7%	3.9%	6.7%	9.4%	13.6%	8.1%	6.5%	10.6%	6.9%	5.0%	7.7%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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**Table 50**  
 Q23. By Normal Weighting  
**Q23. Have you ever felt judged because of your weight in the following?**  
**On public transport**

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	277	170	107	38	53	34	24	13	8	17	28	24	19	10	8
	25.1%	19.7%	44.0%	22.5%	24.7%	20.1%	19.2%	15.7%	7.8%	63.3%	50.8%	46.8%	36.3%	26.9%	46.5%
Have not felt judged	748	641	108	122	153	124	93	64	84	9	25	24	27	17	6
	67.7%	74.4%	44.1%	71.5%	71.5%	73.4%	73.3%	78.0%	85.9%	33.2%	45.0%	45.9%	49.8%	44.1%	35.7%
Don't know	79	50	29	10	8	11	10	5	6	1	2	4	7	11	3
	7.2%	5.8%	11.9%	6.0%	3.8%	6.5%	7.5%	6.4%	6.3%	3.5%	4.2%	7.3%	13.9%	29.0%	17.8%
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 51**  
 Q24. By Normal Weighting  
**Q24. Have you ever felt judged because of your weight in the following?**  
 Clothes shops/fashion outlets

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Have felt judged	417	142	276	77	116	100	55	41	29	35	106	35	177	64
	37.8%	26.0%	49.1%	39.2%	42.9%	45.1%	30.4%	33.7%	25.0%	36.4%	35.4%	41.1%	38.0%	40.5%
Have not felt judged	628	369	259	107	145	107	109	79	81	55	172	47	270	83
	56.8%	67.8%	46.1%	54.8%	53.6%	48.4%	60.4%	65.0%	69.7%	57.2%	57.3%	54.9%	58.2%	52.8%
Don't know	60	33	27	12	9	14	17	2	6	6	22	3	18	11
	5.4%	6.1%	4.7%	6.0%	3.5%	6.5%	9.1%	1.3%	5.3%	6.4%	7.4%	3.9%	3.8%	6.7%
SIGMA	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 52**  
 Q24. By Normal Weighting  
**Q24. Have you ever felt judged because of your weight in the following?**  
 Clothes shops/fashion outlets

Base: All Respondents

	Total	Obesity		Age + Obesity											
		Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908	197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
Have felt judged	417	263	154	58	78	61	33	19	14	19	38	39	22	22	15
	37.8%	30.6%	63.0%	34.0%	36.4%	36.2%	26.1%	23.1%	14.4%	73.1%	67.9%	74.3%	40.6%	56.3%	82.2%
Have not felt judged	628	548	80	100	129	95	84	62	77	7	16	12	25	17	3
	56.8%	63.7%	32.6%	59.0%	60.3%	56.1%	66.4%	75.0%	79.3%	26.9%	28.1%	23.1%	46.3%	43.7%	17.8%
Don't know	60	49	11	12	7	13	9	2	6	-	2	1	7	-	-
	5.4%	5.7%	4.4%	7.0%	3.4%	7.7%	7.5%	1.9%	6.3%	-	4.0%	2.6%	13.1%	-	-
SIGMA	1105	861	244	170	214	169	127	83	98	26	56	52	54	39	18
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**World Obesity Day Poll - Brazil**  
 Prepared on behalf of Barley Communications

25 Sep 2018

**Table 55**  
 Q25. By Normal Weighting  
**Q25. Do you think any of the following influence the public's opinion of people with obesity?**  
 News media (newspapers and broadcasters)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Yes, improves opinion	383 34.6%	191 35.0%	192 34.3%	69 35.2%	106 39.3%	78 35.2%	53 29.5%	38 31.0%	39 33.5%	48 50.1%	110 36.7%	30 35.8%	149 32.1%	45 28.2%
Yes, worsens opinion	418 37.8%	187 34.3%	231 41.2%	80 40.6%	104 38.4%	87 39.6%	71 39.1%	41 33.5%	36 30.8%	28 29.2%	99 33.0%	32 37.1%	190 40.8%	69 43.7%
No, doesn't influence opinion	231 20.9%	125 23.0%	106 18.9%	34 17.1%	51 19.1%	36 16.1%	43 23.9%	34 28.2%	33 28.7%	11 11.7%	72 23.8%	20 23.5%	96 20.6%	33 20.9%
Don't know	73 6.6%	42 7.6%	32 5.6%	14 7.1%	9 3.2%	20 9.1%	14 7.5%	9 7.3%	8 7.0%	9 9.0%	20 6.5%	3 3.7%	30 6.5%	11 7.1%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

**World Obesity Day Poll - Brazil**  
 Prepared on behalf of Barley Communications

25 Sep 2018

**Table 56**  
 Q25. By Normal Weighting  
 Q25. Do you think any of the following influence the public's opinion of people with obesity?  
 News media (newspapers and broadcasters)

Base: All Respondents

	Obesity		Age + Obesity											
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908 197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861 244	170	214	169	127	83	98	26	56	52	54	39	18
Yes, improves opinion	383 34.6%	312 71 36.2% 29.2%	62 36.6%	88 41.1%	57 33.7%	39 30.7%	27 32.1%	39 39.7%	7 26.2%	18 32.2%	21 40.3%	14 26.8%	11 28.7%	-
Yes, worsens opinion	418 37.8%	321 97 37.3% 39.5%	69 40.4%	82 38.2%	66 38.9%	42 33.3%	33 40.3%	29 29.8%	11 41.6%	22 39.2%	22 41.7%	28 52.8%	7 19.1%	7 36.5%
No, doesn't influence opinion	231 20.9%	178 54 20.7% 22.0%	27 16.2%	37 17.4%	31 18.3%	37 29.2%	20 24.3%	25 25.5%	6 23.5%	14 25.5%	5 9.1%	6 11.5%	14 36.5%	8 45.6%
Don't know	73 6.6%	50 23 5.9% 9.3%	12 6.9%	7 3.3%	15 9.1%	9 6.9%	3 3.3%	5 5.0%	2 8.7%	2 3.2%	5 9.0%	5 9.0%	6 15.7%	3 17.8%
SIGMA	1105 100.0%	861 244 100.0% 100.0%	170 100.0%	214 100.0%	169 100.0%	127 100.0%	83 100.0%	98 100.0%	26 100.0%	56 100.0%	52 100.0%	54 100.0%	39 100.0%	18 100.0%



**World Obesity Day Poll - Brazil**  
Prepared on behalf of Barley Communications

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**Table 65**  
Q30. By Normal Weighting  
**Q30. Do you think any of the following influence the public's opinion of people with obesity?**  
Popular media (magazines etc)

Base: All Respondents

	Total	Sex		Age						Region				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Northeast	Centre-West	Southeast	South
Unweighted Total	1105	512	593	228	347	249	163	91	27	54	253	92	521	185
Weighted Total	1105	544	561	196	270	221	181	122	116	96	301	85	465	158
Yes, improves opinion	335 30.3%	172 31.6%	163 29.0%	67 34.1%	84 31.1%	76 34.3%	40 22.3%	31 25.9%	36 31.3%	46 47.3%	111 37.0%	24 27.7%	119 25.7%	35 22.2%
Yes, worsens opinion	533 48.2%	224 41.1%	309 55.1%	100 50.7%	134 49.6%	101 45.6%	98 54.4%	50 41.2%	51 43.9%	30 31.1%	115 38.1%	47 55.4%	253 54.5%	88 55.8%
No, doesn't influence opinion	172 15.6%	105 19.3%	67 12.0%	21 10.9%	44 16.3%	31 14.1%	27 14.8%	30 25.0%	18 15.6%	12 12.1%	59 19.7%	13 14.9%	66 14.2%	22 14.1%
Don't know	65 5.9%	43 8.0%	22 3.9%	9 4.3%	8 2.9%	13 6.0%	15 8.5%	10 7.9%	11 9.2%	9 9.5%	16 5.2%	2 1.9%	26 5.7%	12 7.9%
SIGMA	1105 100.0%	544 100.0%	561 100.0%	196 100.0%	270 100.0%	221 100.0%	181 100.0%	122 100.0%	116 100.0%	96 100.0%	301 100.0%	85 100.0%	465 100.0%	158 100.0%

**World Obesity Day Poll - Brazil**  
Prepared on behalf of Barley Communications

**Table 66**  
Q30. By Normal Weighting  
**Q30. Do you think any of the following influence the public's opinion of people with obesity?**  
Popular media (magazines etc)

Base: All Respondents

	Obesity		Age + Obesity											
	Not obese	Obese	Not Obese - 18-24	Not Obese - 25-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-24	Obese - 25-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1105	908 197	204	289	202	124	67	22	24	58	47	39	24	5
Weighted Total	1105	861 244	170	214	169	127	83	98	26	56	52	54	39	18
Yes, improves opinion	335 30.3%	273 62 31.7% 25.2%	55 32.6%	71 32.9%	58 34.2%	33 25.6%	21 24.8%	36 37.0%	11 43.6%	14 24.2%	18 34.8%	8 14.5%	11 28.1%	-
Yes, worsens opinion	533 48.2%	421 112 48.9% 45.8%	88 51.5%	105 48.9%	76 45.2%	67 53.1%	41 49.5%	44 45.3%	12 45.7%	29 52.4%	24 46.7%	31 57.3%	9 23.6%	7 36.5%
No, doesn't influence opinion	172 15.6%	122 50 14.1% 20.6%	19 11.4%	33 15.3%	24 13.9%	18 14.3%	18 21.7%	10 10.1%	2 7.2%	11 20.2%	8 14.8%	9 16.2%	12 32.2%	8 45.6%
Don't know	65 5.9%	45 21 5.2% 8.4%	8 4.5%	6 2.9%	11 6.7%	9 7.0%	3 4.0%	7 7.6%	1 3.5%	2 3.2%	2 3.6%	6 12.0%	6 16.2%	3 17.8%
SIGMA	1105 100.0%	861 244 100.0% 100.0%	170 100.0%	214 100.0%	169 100.0%	127 100.0%	83 100.0%	98 100.0%	26 100.0%	56 100.0%	52 100.0%	54 100.0%	39 100.0%	18 100.0%

**Survation.**

	Page	Table	Title	Base Description	Base
	4	1	Q1. To what extent do you agree or disagree with the following statement? "People with obesity are viewed negatively because of their weight"	Base: All Respondents	1105
	5	2	Q1. To what extent do you agree or disagree with the following statement? "People with obesity are viewed negatively because of their weight"	Base: All Respondents	1105
	6	3	Q2. Which statement comes closest to your view?	Base: All Respondents	1105
	7	4	Q2. Which statement comes closest to your view?	Base: All Respondents	1105
	8	5	Q3-Q8. How likely or unlikely do you think people are to discriminate against someone because of the following? Top Box Summary Table	Base: All Respondents	1105
	9	6	Q3-Q8. How likely or unlikely do you think people are to discriminate against someone because of the following? Top Box Summary Table	Base: All Respondents	1105
	10	7	Q3. How likely or unlikely do you think people are to discriminate against someone because of the following? Ethnic background	Base: All Respondents	1105
	11	8	Q3. How likely or unlikely do you think people are to discriminate against someone because of the following? Ethnic background	Base: All Respondents	1105
	12	9	Q4. How likely or unlikely do you think people are to discriminate against someone because of the following? Gender	Base: All Respondents	1105
	13	10	Q4. How likely or unlikely do you think people are to discriminate against someone because of the following? Gender	Base: All Respondents	1105
	14	11	Q5. How likely or unlikely do you think people are to discriminate against someone because of the following? Sexual orientation	Base: All Respondents	1105
	15	12	Q5. How likely or unlikely do you think people are to discriminate against someone because of the following? Sexual orientation	Base: All Respondents	1105
	16	13	Q6. How likely or unlikely do you think people are to discriminate against someone because of the following? Height	Base: All Respondents	1105



	Page	Table	Title	Base Description	Base
	17	14	Q6. How likely or unlikely do you think people are to discriminate against someone because of the following? Height	Base: All Respondents	1105
	18	15	Q7. How likely or unlikely do you think people are to discriminate against someone because of the following? Being overweight	Base: All Respondents	1105
	19	16	Q7. How likely or unlikely do you think people are to discriminate against someone because of the following? Being overweight	Base: All Respondents	1105
	20	17	Q8. How likely or unlikely do you think people are to discriminate against someone because of the following? Health (including mental health)	Base: All Respondents	1105
	21	18	Q8. How likely or unlikely do you think people are to discriminate against someone because of the following? Health (including mental health)	Base: All Respondents	1105
	22	19	Q9. Which of the following do you think is the main reason people have obesity? (Please select one option)	Base: All Respondents	1105
	23	20	Q9. Which of the following do you think is the main reason people have obesity? (Please select one option)	Base: All Respondents	1105
	24	21	Q10. Which statement comes closest to your view?	Base: All Respondents	1105
	25	22	Q10. Which statement comes closest to your view?	Base: All Respondents	1105
	26	23	Q11. In the last 12 months, which of the following groups have you seen negative stories about in the media? (Please tick all that apply)	Base: All Respondents	1105
	27	24	Q11. In the last 12 months, which of the following groups have you seen negative stories about in the media? (Please tick all that apply)	Base: All Respondents	1105
	28	25	Q12. To what extent do you feel comfortable or uncomfortable when you see media stories that portray certain groups negatively?	Base: Respondents who seen negative stories in last 12 months	1033
	29	26	Q12. To what extent do you feel comfortable or uncomfortable when you see media stories that portray certain groups negatively?	Base: Respondents who seen negative stories in last 12 months	1033

	Page	Table	Title	Base Description	Base
	30	27	Q13. Imagine you are interviewing candidates for a job where you work. If there were two candidates who were equally qualified, one of whom was overweight and one of whom was not, would you be more or less likely to appoint the overweight candidate?	Base: All Respondents	1105
	31	28	Q13. Imagine you are interviewing candidates for a job where you work. If there were two candidates who were equally qualified, one of whom was overweight and one of whom was not, would you be more or less likely to appoint the overweight candidate?	Base: All Respondents	1105
	32	29	Q14-Q24. Have you ever felt judged because of your weight in the following? Top Box Summary Table	Base: All Respondents	1105
	33	30	Q14-Q24. Have you ever felt judged because of your weight in the following? Top Box Summary Table	Base: All Respondents	1105
	34	31	Q14. Have you ever felt judged because of your weight in the following? At school	Base: All Respondents	1105
	35	32	Q14. Have you ever felt judged because of your weight in the following? At school	Base: All Respondents	1105
	36	33	Q15. Have you ever felt judged because of your weight in the following? At work	Base: All Respondents	1105
	37	34	Q15. Have you ever felt judged because of your weight in the following? At work	Base: All Respondents	1105
	38	35	Q16. Have you ever felt judged because of your weight in the following? In social situations	Base: All Respondents	1105
	39	36	Q16. Have you ever felt judged because of your weight in the following? In social situations	Base: All Respondents	1105
	40	37	Q17. Have you ever felt judged because of your weight in the following? In dating situations	Base: All Respondents	1105

	Page	Table	Title	Base Description	Base
	41	38	Q17. Have you ever felt judged because of your weight in the following? In dating situations	Base: All Respondents	1105
	42	39	Q18. Have you ever felt judged because of your weight in the following? In restaurants	Base: All Respondents	1105
	43	40	Q18. Have you ever felt judged because of your weight in the following? In restaurants	Base: All Respondents	1105
	44	41	Q19. Have you ever felt judged because of your weight in the following? At the gym	Base: All Respondents	1105
	45	42	Q19. Have you ever felt judged because of your weight in the following? At the gym	Base: All Respondents	1105
	46	43	Q20. Have you ever felt judged because of your weight in the following? At home (family)	Base: All Respondents	1105
	47	44	Q20. Have you ever felt judged because of your weight in the following? At home (family)	Base: All Respondents	1105
	48	45	Q21. Have you ever felt judged because of your weight in the following? Healthcare settings (eg. hospital or GP surgery)	Base: All Respondents	1105
	49	46	Q21. Have you ever felt judged because of your weight in the following? Healthcare settings (eg. hospital or GP surgery)	Base: All Respondents	1105
	50	47	Q22. Have you ever felt judged because of your weight in the following? Online (eg. social media)	Base: All Respondents	1105
	51	48	Q22. Have you ever felt judged because of your weight in the following? Online (eg. social media)	Base: All Respondents	1105
	52	49	Q23. Have you ever felt judged because of your weight in the following? On public transport	Base: All Respondents	1105

	Page	Table	Title	Base Description	Base
	53	50	Q23. Have you ever felt judged because of your weight in the following? On public transport	Base: All Respondents	1105
	54	51	Q24. Have you ever felt judged because of your weight in the following? Clothes shops/fashion outlets	Base: All Respondents	1105
	55	52	Q24. Have you ever felt judged because of your weight in the following? Clothes shops/fashion outlets	Base: All Respondents	1105
	56	53	Q25-Q31. Do you think any of the following influence the public's opinion of people with obesity? Top Box Summary Table	Base: All Respondents	1105
	57	54	Q25-Q31. Do you think any of the following influence the public's opinion of people with obesity? Top Box Summary Table	Base: All Respondents	1105
	58	55	Q25. Do you think any of the following influence the public's opinion of people with obesity? News media (newspapers and broadcasters)	Base: All Respondents	1105
	59	56	Q25. Do you think any of the following influence the public's opinion of people with obesity? News media (newspapers and broadcasters)	Base: All Respondents	1105
	60	57	Q26. Do you think any of the following influence the public's opinion of people with obesity? The government	Base: All Respondents	1105
	61	58	Q26. Do you think any of the following influence the public's opinion of people with obesity? The government	Base: All Respondents	1105
	62	59	Q27. Do you think any of the following influence the public's opinion of people with obesity? School/teachers	Base: All Respondents	1105
	63	60	Q27. Do you think any of the following influence the public's opinion of people with obesity? School/teachers	Base: All Respondents	1105
	64	61	Q28. Do you think any of the following influence the public's opinion of people with obesity? Work places	Base: All Respondents	1105

	Page	Table	Title	Base Description	Base
	65	62	Q28. Do you think any of the following influence the public's opinion of people with obesity? Work places	Base: All Respondents	1105
	66	63	Q29. Do you think any of the following influence the public's opinion of people with obesity? Doctors/health professionals	Base: All Respondents	1105
	67	64	Q29. Do you think any of the following influence the public's opinion of people with obesity? Doctors/health professionals	Base: All Respondents	1105
	68	65	Q30. Do you think any of the following influence the public's opinion of people with obesity? Popular media (magazines etc)	Base: All Respondents	1105
	69	66	Q30. Do you think any of the following influence the public's opinion of people with obesity? Popular media (magazines etc)	Base: All Respondents	1105
	70	67	Q31. Do you think any of the following influence the public's opinion of people with obesity? Social media	Base: All Respondents	1105
	71	68	Q31. Do you think any of the following influence the public's opinion of people with obesity? Social media	Base: All Respondents	1105
	72	69	Q32. Who do you think should have the greatest role to play in reducing obesity? (Please choose one option)	Base: All Respondents	1105
	73	70	Q32. Who do you think should have the greatest role to play in reducing obesity? (Please choose one option)	Base: All Respondents	1105