

World Obesity Day Poll - UK

25/09/2018

Prepared on behalf of Barley Communications



Methodology

Fieldwork Dates

18th – 24th 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 the UK with an additional booster sample of residents aged 18+ in the UK diagnosed with obesity.

Sample Size

1,115

Data Weighting

Data were weighted to the profile of all adults aged 18+ in the United Kingdom. Data were weighted by age, sex, region, and BMI (not obese and obese). Targets for the weighted data were derived from Office for National Statistics 2011 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 1115 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.
For further information please contact:

Vilma Nurmela
0203 818 9663
vilma.nurmela@survation.com

Isabel Taylor
0203 142 7643
isabel.taylor@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

Sign up for our press releases at <http://eepurl.com/mOK8T>

Follow us on twitter:
www.twitter.com/survation for our regular survey work and political polling
www.twitter.com/damiansurvation for Damian Lyons Lowe's twitter feed
Survation are a member of The British Polling Council and abide by its rules:
<http://www.britishpollingcouncil.org>
Survation Ltd Registered in England & Wales Number 07143509

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Strongly agree	324 29.1%	144 26.5%	180 31.5%	121 38.2%	58 32.4%	60 30.4%	32 19.3%	53 20.8%	58 40.0%	31 30.2%	36 23.4%	26 27.1%	24 29.1%	27 27.4%	21 23.1%	8 18.1%	41 33.6%	272 29.1%	25 27.0%	13 24.5%	13 42.7%
Somewhat agree	574 51.5%	294 54.1%	280 49.0%	133 42.2%	82 46.1%	88 44.2%	108 64.7%	163 63.6%	60 41.0%	50 48.6%	86 56.1%	51 53.2%	48 59.9%	50 50.8%	54 58.6%	24 52.8%	56 45.9%	479 51.2%	52 55.4%	28 52.3%	15 48.1%
Neither agree nor disagree	145 13.0%	77 14.1%	68 11.9%	37 11.7%	23 12.9%	30 15.2%	20 12.2%	34 13.4%	20 13.4%	16 15.2%	14 9.4%	10 10.0%	7 8.3%	17 17.7%	10 11.3%	12 26.0%	20 16.0%	125 13.3%	12 13.2%	7 13.8%	-
Somewhat disagree	37 3.3%	17 3.1%	20 3.5%	9 2.9%	8 4.5%	11 5.4%	5 3.1%	4 1.6%	4 2.8%	3 2.5%	6 4.2%	6 6.2%	1 1.6%	2 2.5%	2 2.5%	1 3.2%	3 2.8%	30 3.2%	3 2.7%	3 6.0%	2 5.3%
Strongly disagree	13 1.2%	6 1.1%	7 1.2%	4 1.2%	4 2.2%	5 2.6%	-	-	2 1.4%	1 1.1%	4 2.5%	-	-	2 1.6%	1 0.8%	-	1 0.5%	10 1.1%	2 1.8%	1 2.1%	-
Don't know	22 2.0%	6 1.1%	16 2.9%	11 3.6%	3 1.8%	4 2.3%	1 0.7%	2 0.7%	2 1.4%	2 2.3%	7 4.3%	3 3.6%	1 1.1%	-	3 3.8%	-	1 1.2%	20 2.2%	-	1 1.3%	1 3.8%
SIGMA	1115 100.0%	544 100.0%	571 100.0%	315 100.0%	179 100.0%	198 100.0%	167 100.0%	257 100.0%	146 100.0%	104 100.0%	153 100.0%	96 100.0%	81 100.0%	98 100.0%	92 100.0%	45 100.0%	122 100.0%	937 100.0%	94 100.0%	53 100.0%	31 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Total	Obesity		Age + Obesity									
		Not obese	Obese	Not Obese - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Strongly agree	324 29.1%	209 26.0%	115 37.1%	86 35.2%	37 30.2%	31 24.3%	17 14.6%	38 19.6%	35 48.6%	21 37.1%	29 41.8%	15 30.3%	15 24.4%
Somewhat agree	574 51.5%	436 54.2%	138 44.4%	109 44.8%	61 50.1%	60 46.2%	79 68.1%	127 65.6%	24 33.5%	22 37.6%	28 40.5%	28 57.0%	36 57.3%
Neither agree nor disagree	145 13.0%	104 13.0%	40 13.1%	27 11.2%	14 11.3%	22 17.2%	16 13.5%	25 13.1%	10 13.6%	9 16.3%	8 11.3%	5 9.1%	9 14.5%
Somewhat disagree	37 3.3%	28 3.5%	9 2.9%	8 3.2%	5 4.5%	10 7.5%	3 2.8%	2 1.0%	2 2.1%	3 4.6%	1 1.4%	2 3.7%	2 3.2%
Strongly disagree	13 1.2%	10 1.2%	3 1.0%	4 1.6%	2 1.7%	4 2.9%	- -	- -	- -	2 3.2%	1 2.0%	- -	- -
Don't know	22 2.0%	17 2.2%	5 1.5%	10 4.1%	3 2.1%	2 1.8%	1 1.0%	1 0.7%	2 2.1%	1 1.2%	2 3.1%	- -	* 0.5%
SIGMA	1115 100.0%	805 100.0%	310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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**

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	214	96	118	97	34	30	20	32	52	19	22	8	15	23	14	6	24	183	15	10	7
	19.2%	17.6%	20.7%	30.8%	19.3%	15.3%	12.1%	12.4%	35.9%	18.0%	14.7%	8.7%	18.8%	23.1%	14.7%	13.2%	19.4%	19.5%	15.7%	18.1%	21.3%
Somewhat likely	450	223	227	94	76	76	74	130	44	40	65	40	24	42	40	23	49	367	44	24	15
	40.4%	41.0%	39.8%	29.9%	42.4%	38.3%	44.6%	50.7%	30.0%	38.6%	42.2%	41.9%	29.6%	42.9%	43.1%	50.9%	40.4%	39.1%	47.1%	45.1%	49.1%
Neither likely or unlikely	207	113	95	39	39	45	37	48	19	19	30	20	18	18	20	5	24	173	20	11	4
	18.6%	20.7%	16.5%	12.2%	21.8%	22.8%	22.0%	18.8%	12.9%	18.2%	19.4%	21.2%	22.0%	18.3%	22.3%	11.0%	19.8%	18.5%	21.1%	20.6%	11.5%
Somewhat unlikely	114	55	59	37	10	26	20	22	13	11	17	15	8	8	10	4	17	103	6	3	2
	10.2%	10.1%	10.3%	11.7%	5.7%	13.0%	11.8%	8.5%	8.6%	10.5%	11.1%	15.7%	10.3%	8.3%	10.5%	8.7%	14.1%	11.0%	6.6%	6.5%	5.3%
Very unlikely	89	43	47	36	14	15	10	15	12	11	10	7	13	5	7	5	6	76	5	5	3
	8.0%	7.9%	8.1%	11.4%	7.8%	7.3%	5.8%	5.9%	8.2%	10.7%	6.4%	7.1%	16.0%	4.6%	8.0%	10.8%	5.1%	8.1%	5.4%	9.7%	10.9%
Don't know	40	14	26	12	5	6	6	10	6	4	9	5	3	3	1	2	1	36	4	-	1
	3.6%	2.6%	4.5%	4.0%	3.0%	3.3%	3.6%	3.8%	4.4%	3.9%	6.2%	5.3%	3.4%	2.8%	1.3%	5.5%	1.2%	3.8%	4.0%	-	1.9%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Total	Obesity		Age + Obesity									
		Not obese	Obese	Not Obese - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Very likely	214 19.2%	144 17.9%	70 22.7%	70 28.7%	25 20.8%	20 15.4%	10 8.5%	19 9.8%	27 38.3%	9 16.2%	11 15.3%	10 20.6%	13 20.5%
Somewhat likely	450 40.4%	309 38.3%	142 45.7%	69 28.3%	48 39.5%	42 32.6%	50 43.2%	99 51.1%	25 35.3%	28 48.5%	34 49.0%	24 47.9%	31 49.3%
Neither likely or unlikely	207 18.6%	156 19.3%	52 16.7%	33 13.5%	28 22.9%	32 24.9%	27 23.6%	35 18.2%	6 7.9%	11 19.5%	13 18.7%	9 18.3%	13 20.6%
Somewhat unlikely	114 10.2%	84 10.4%	30 9.7%	28 11.3%	5 3.9%	17 13.2%	15 13.2%	19 9.8%	9 13.0%	5 9.4%	9 12.5%	4 8.5%	3 4.2%
Very unlikely	89 8.0%	79 9.8%	11 3.5%	33 13.7%	12 9.7%	12 9.4%	8 6.8%	13 6.8%	2 3.4%	2 3.8%	2 3.4%	2 3.6%	2 3.3%
Don't know	40 3.6%	35 4.3%	6 1.8%	11 4.5%	4 3.2%	6 4.5%	5 4.7%	8 4.3%	1 2.0%	2 2.6%	1 1.1%	1 1.2%	1 2.1%
SIGMA	1115 100.0%	805 100.0%	310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	109 9.8%	49 9.1%	59 10.4%	57 18.2%	25 13.8%	11 5.6%	7 4.3%	9 3.3%	31 21.0%	9 8.2%	11 6.9%	5 5.0%	8 9.9%	7 6.9%	14 15.7%	1 2.0%	11 9.4%	96 10.3%	9 9.3%	2 3.2%	2 7.1%
Somewhat likely	332 29.7%	131 24.1%	201 35.1%	111 35.2%	50 28.0%	70 35.3%	46 27.6%	55 21.4%	50 33.9%	30 29.1%	48 31.1%	24 25.6%	16 20.1%	27 27.9%	26 28.3%	16 34.6%	41 33.6%	278 29.7%	29 30.5%	18 34.2%	6 21.0%
Neither likely or unlikely	308 27.7%	169 31.0%	140 24.5%	66 21.0%	56 31.6%	59 30.0%	57 34.4%	69 27.0%	30 20.5%	25 24.5%	41 27.0%	25 26.5%	23 27.8%	31 32.0%	23 24.5%	13 29.6%	39 31.5%	250 26.7%	29 30.3%	16 29.8%	14 44.3%
Somewhat unlikely	170 15.2%	96 17.6%	74 12.9%	29 9.2%	22 12.1%	26 13.2%	32 19.3%	61 23.6%	11 7.7%	22 21.0%	26 17.1%	16 16.3%	15 18.8%	18 18.7%	17 18.7%	9 19.0%	13 10.8%	147 15.7%	13 14.2%	7 13.7%	2 5.3%
Very unlikely	161 14.4%	86 15.8%	75 13.1%	40 12.8%	20 11.2%	28 14.2%	19 11.4%	54 20.9%	20 13.9%	15 14.1%	18 11.8%	20 20.9%	16 20.0%	11 11.6%	11 11.5%	3 6.8%	18 14.4%	132 14.1%	12 13.1%	10 19.1%	7 22.3%
Don't know	36 3.2%	13 2.4%	23 4.0%	12 3.7%	6 3.5%	3 1.7%	5 2.9%	10 3.7%	4 3.1%	3 3.0%	9 6.0%	5 5.7%	3 3.4%	3 2.8%	1 1.3%	4 8.0%	1 0.4%	33 3.5%	3 2.7%	-	-
SIGMA	1115 100.0%	544 100.0%	571 100.0%	315 100.0%	179 100.0%	198 100.0%	167 100.0%	257 100.0%	146 100.0%	104 100.0%	153 100.0%	96 100.0%	81 100.0%	98 100.0%	92 100.0%	45 100.0%	122 100.0%	937 100.0%	94 100.0%	53 100.0%	31 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1115	695 420	152	120	108	118	197	65	85	89	75	106	
Weighted Total	1115	805 310	244	121	129	117	194	71	58	69	50	63	
Very likely	109 9.8%	77 32 9.6% 10.2%	45 18.3%	18 14.7%	7 5.7%	3 2.5%	5 2.3%	13 17.9%	7 11.8%	4 5.5%	4 8.5%	4 6.4%	
Somewhat likely	332 29.7%	221 111 27.4% 35.7%	75 30.7%	31 25.3%	46 36.0%	28 23.6%	41 21.3%	36 50.4%	19 33.6%	23 33.8%	18 37.0%	14 22.0%	
Neither likely or unlikely	308 27.7%	218 91 27.0% 29.3%	54 21.9%	38 31.6%	36 27.9%	43 36.9%	47 24.1%	12 17.6%	18 31.6%	23 33.7%	14 28.7%	23 36.1%	
Somewhat unlikely	170 15.2%	130 40 16.1% 12.8%	22 9.0%	16 13.2%	17 13.3%	23 19.5%	52 26.8%	7 9.8%	6 9.6%	9 13.1%	9 18.9%	9 13.8%	
Very unlikely	161 14.4%	129 32 16.1% 10.2%	38 15.5%	14 11.2%	20 15.5%	16 13.4%	42 21.7%	2 3.4%	6 11.1%	8 11.7%	3 6.9%	11 18.1%	
Don't know	36 3.2%	30 6 3.7% 1.8%	11 4.5%	5 4.0%	2 1.6%	5 4.1%	7 3.8%	1 0.9%	1 2.4%	1 2.1%	-	2 3.5%	
SIGMA	1115 100.0%	805 310 100.0% 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%	

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	178	86	92	85	26	23	14	30	40	15	18	18	13	10	13	7	21	155	14	5	4
	16.0%	15.8%	16.2%	26.9%	14.8%	11.5%	8.4%	11.7%	27.4%	14.1%	12.0%	18.8%	15.7%	10.3%	14.3%	15.3%	17.6%	16.6%	15.0%	9.2%	11.4%
Somewhat likely	446	213	233	113	71	78	67	117	51	40	68	29	24	47	36	22	50	368	38	25	15
	40.0%	39.2%	40.8%	35.9%	39.8%	39.2%	40.1%	45.6%	35.2%	38.9%	44.7%	30.1%	30.1%	47.7%	39.6%	47.7%	40.6%	39.2%	40.5%	46.7%	49.1%
Neither likely or unlikely	252	136	116	56	45	47	49	55	26	25	30	24	29	21	24	11	25	214	18	14	7
	22.6%	25.1%	20.3%	17.8%	25.0%	24.0%	29.7%	21.3%	17.5%	23.7%	19.7%	25.2%	35.7%	21.0%	25.9%	23.7%	20.6%	22.8%	19.4%	26.0%	21.4%
Somewhat unlikely	105	51	54	19	16	25	19	26	14	9	21	10	4	6	10	2	15	92	8	4	1
	9.4%	9.4%	9.4%	6.1%	9.0%	12.4%	11.4%	10.0%	9.7%	9.1%	13.9%	10.3%	5.4%	5.9%	10.7%	4.3%	12.2%	9.8%	8.5%	8.3%	1.9%
Very unlikely	95	45	50	30	15	21	12	18	11	10	8	9	7	10	8	1	9	73	12	5	4
	8.5%	8.4%	8.7%	9.4%	8.3%	10.4%	7.2%	7.0%	7.2%	10.0%	5.5%	9.9%	8.9%	10.4%	8.3%	1.7%	7.0%	7.8%	13.1%	9.7%	14.3%
Don't know	39	12	27	12	6	5	5	11	4	4	6	5	3	4	1	3	2	35	3	-	1
	3.5%	2.3%	4.7%	3.9%	3.1%	2.5%	3.1%	4.4%	3.1%	4.2%	4.2%	5.7%	4.1%	4.6%	1.3%	7.2%	2.0%	3.8%	3.6%	-	1.9%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Total	Obesity		Age + Obesity									
		Not obese	Obese	Not Obese - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Very likely	178 16.0%	111 13.8%	67 21.6%	56 23.1%	16 13.5%	12 9.6%	8 6.5%	18 9.4%	28 39.9%	10 17.4%	10 15.0%	6 12.9%	12 19.0%
Somewhat likely	446 40.0%	322 40.0%	124 40.0%	90 37.0%	48 39.3%	49 38.3%	44 37.8%	90 46.5%	23 32.3%	23 40.8%	28 40.9%	23 45.5%	27 42.7%
Neither likely or unlikely	252 22.6%	181 22.5%	71 22.9%	43 17.7%	30 24.8%	33 25.4%	36 30.8%	39 20.1%	13 17.8%	15 25.3%	15 21.2%	14 27.2%	16 25.1%
Somewhat unlikely	105 9.4%	75 9.3%	29 9.4%	17 6.9%	11 8.8%	13 9.8%	14 12.3%	21 10.7%	2 3.4%	5 9.4%	12 17.3%	5 9.4%	5 7.7%
Very unlikely	95 8.5%	82 10.1%	13 4.3%	26 10.8%	12 9.6%	18 14.1%	10 8.6%	15 7.9%	3 4.6%	3 5.8%	2 3.4%	2 3.8%	3 4.2%
Don't know	39 3.5%	34 4.3%	5 1.6%	11 4.5%	5 4.0%	3 2.7%	5 3.9%	10 5.3%	1 1.8%	1 1.3%	2 2.2%	1 1.2%	1 1.5%
SIGMA	1115 100.0%	805 100.0%	310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	84	48	35	57	8	10	6	3	32	5	5	3	7	3	9	2	9	74	6	1	3
	7.5%	8.9%	6.2%	18.0%	4.4%	4.9%	3.8%	1.1%	22.1%	4.4%	3.1%	3.5%	8.9%	2.7%	9.6%	3.4%	7.5%	7.9%	6.1%	1.8%	8.6%
Somewhat likely	162	67	95	58	31	20	26	28	26	20	21	8	14	10	11	5	22	137	14	7	5
	14.6%	12.3%	16.7%	18.5%	17.1%	10.3%	15.4%	10.7%	18.0%	19.0%	13.6%	8.8%	16.8%	9.8%	11.7%	11.6%	18.1%	14.6%	14.5%	13.0%	17.0%
Neither likely or unlikely	311	164	147	66	60	70	53	63	33	27	48	22	18	34	25	15	36	258	30	14	9
	27.9%	30.2%	25.7%	20.8%	33.5%	35.3%	31.6%	24.4%	22.4%	26.2%	31.5%	22.8%	22.2%	34.8%	27.0%	33.8%	29.3%	27.5%	31.9%	26.7%	28.5%
Somewhat unlikely	276	132	144	65	37	45	39	90	21	21	34	33	20	31	26	12	29	228	23	18	7
	24.7%	24.3%	25.1%	20.5%	21.0%	22.5%	23.4%	35.1%	14.5%	19.8%	22.5%	34.4%	25.2%	31.8%	28.5%	27.3%	23.8%	24.4%	24.0%	33.6%	22.3%
Very unlikely	248	121	127	58	38	48	37	66	28	28	37	24	19	20	19	8	26	210	19	12	7
	22.2%	22.3%	22.2%	18.5%	21.5%	24.4%	22.0%	25.9%	19.5%	27.5%	24.0%	25.6%	23.5%	19.9%	20.4%	18.5%	21.3%	22.4%	20.1%	22.6%	23.6%
Don't know	34	11	23	12	4	5	6	7	5	3	8	5	3	1	3	2	-	30	3	1	-
	3.1%	2.1%	4.1%	3.7%	2.5%	2.6%	3.7%	2.8%	3.5%	3.2%	5.3%	5.0%	3.4%	1.0%	2.7%	5.5%	-	3.2%	3.4%	2.3%	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1115	695 420	152	120	108	118	197	65	85	89	75	106	
Weighted Total	1115	805 310	244	121	129	117	194	71	58	69	50	63	
Very likely	84 7.5%	65 6.1%	47 19.2%	5 3.8%	7 5.7%	5 3.9%	1 0.8%	10 14.1%	3 5.8%	2 3.3%	2 3.7%	1 2.1%	
Somewhat likely	162 14.6%	116 14.4% 46 14.9%	49 20.2%	19 15.4%	13 9.9%	17 14.4%	19 9.7%	9 12.6%	12 20.8%	8 11.0%	9 17.8%	9 14.2%	
Neither likely or unlikely	311 27.9%	200 24.9% 110 35.6%	42 17.2%	34 28.4%	45 34.6%	37 31.6%	42 21.8%	24 33.4%	25 44.3%	25 36.6%	16 31.6%	20 32.5%	
Somewhat unlikely	276 24.7%	205 25.5% 70 22.7%	48 19.8%	31 26.0%	26 20.4%	25 21.8%	74 38.0%	16 23.1%	6 10.4%	18 26.4%	14 27.1%	16 26.0%	
Very unlikely	248 22.2%	190 23.6% 58 18.8%	48 19.5%	28 23.4%	35 27.0%	28 23.6%	51 26.4%	11 14.8%	10 17.4%	13 19.5%	9 18.4%	15 24.1%	
Don't know	34 3.1%	29 3.6% 6 1.9%	10 4.1%	4 3.0%	3 2.4%	5 4.6%	6 3.3%	1 2.1%	1 1.3%	2 3.1%	1 1.4%	1 1.1%	
SIGMA	1115 100.0%	805 100.0% 310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%	

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	191	69	122	81	35	36	19	20	40	21	17	16	12	22	16	6	20	170	10	5	6
	17.2%	12.7%	21.4%	25.7%	19.6%	18.2%	11.3%	7.9%	27.4%	20.4%	11.4%	16.6%	14.4%	22.4%	17.8%	12.8%	16.2%	18.2%	10.4%	10.0%	19.1%
Somewhat likely	502	253	249	132	69	78	84	139	58	35	81	38	39	46	36	25	54	411	42	35	13
	45.0%	46.5%	43.6%	41.9%	38.4%	39.3%	50.6%	54.2%	39.7%	33.9%	52.8%	39.3%	48.3%	46.9%	38.9%	54.0%	44.3%	43.9%	45.0%	66.0%	42.6%
Neither likely or unlikely	218	128	90	41	42	53	35	47	24	28	26	17	16	16	20	5	24	176	29	6	6
	19.5%	23.5%	15.8%	13.0%	23.6%	26.9%	20.9%	18.1%	16.4%	27.2%	17.3%	17.4%	19.3%	16.5%	21.8%	10.7%	19.8%	18.8%	30.8%	12.2%	19.4%
Somewhat unlikely	103	49	54	31	15	12	17	28	11	12	14	11	8	7	8	6	14	91	6	2	4
	9.2%	9.0%	9.4%	9.8%	8.2%	6.1%	10.1%	11.0%	7.8%	11.5%	9.5%	12.0%	9.7%	6.7%	8.3%	12.7%	11.3%	9.7%	6.8%	3.4%	11.8%
Very unlikely	63	33	30	17	12	12	9	13	7	5	7	8	4	4	9	1	7	52	4	4	2
	5.6%	6.0%	5.3%	5.4%	6.6%	5.8%	5.3%	5.2%	4.7%	5.1%	4.7%	8.6%	4.9%	3.8%	9.9%	1.7%	5.5%	5.5%	4.3%	8.4%	7.1%
Don't know	39	13	26	13	6	7	3	9	6	2	6	6	3	4	3	4	4	37	3	-	-
	3.5%	2.3%	4.6%	4.1%	3.6%	3.7%	1.8%	3.6%	3.9%	1.9%	4.2%	6.1%	3.4%	3.6%	3.3%	8.0%	2.9%	3.9%	2.7%	-	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+	
Unweighted Total	1115	695 420	152	120	108	118	197	65	85	89	75	106	
Weighted Total	1115	805 310	244	121	129	117	194	71	58	69	50	63	
Very likely	191 17.2%	116 75 14.4% 24.2%	57 23.2%	19 16.0%	20 15.1%	11 9.1%	10 5.1%	24 34.4%	16 27.3%	17 24.0%	8 16.3%	10 16.5%	
Somewhat likely	502 45.0%	353 149 43.8% 48.0%	98 40.1%	47 39.0%	46 35.5%	56 47.7%	106 54.7%	34 48.1%	21 37.0%	32 46.3%	29 57.4%	33 52.3%	
Neither likely or unlikely	218 19.5%	170 48 21.1% 15.5%	34 14.0%	29 24.3%	40 31.4%	29 24.5%	37 19.1%	7 9.7%	13 22.2%	13 18.4%	6 12.3%	10 15.2%	
Somewhat unlikely	103 9.2%	77 26 9.5% 8.4%	28 11.4%	9 7.4%	7 5.7%	12 10.3%	21 10.6%	3 4.4%	6 9.9%	5 6.8%	5 9.7%	8 12.1%	
Very unlikely	63 5.6%	54 9 6.7% 2.8%	15 6.3%	10 8.6%	10 7.7%	7 5.8%	12 5.9%	2 2.5%	1 2.3%	2 2.4%	2 4.2%	2 3.0%	
Don't know	39 3.5%	36 3 4.4% 1.1%	12 5.1%	6 4.7%	6 4.6%	3 2.6%	9 4.5%	1 0.9%	1 1.3%	1 2.1%	-	1 0.9%	
SIGMA	1115 100.0%	805 310 100.0% 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%	

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Very likely	209	91	118	84	41	36	27	21	41	19	28	14	13	21	9	11	19	176	13	7	12
	18.7%	16.7%	20.6%	26.6%	22.7%	18.0%	16.4%	8.2%	28.3%	18.1%	18.2%	15.0%	16.6%	21.9%	10.1%	24.3%	15.6%	18.8%	13.9%	13.9%	37.8%
Somewhat likely	424	200	223	108	67	70	68	111	53	46	57	36	25	28	36	24	43	347	37	30	10
	38.0%	36.9%	39.1%	34.4%	37.3%	35.6%	40.8%	43.1%	36.1%	44.0%	37.0%	37.5%	30.8%	28.8%	38.9%	52.2%	35.3%	37.0%	39.4%	55.8%	32.7%
Neither likely or unlikely	255	137	118	55	44	51	39	65	26	20	33	22	22	30	26	5	33	218	24	9	4
	22.9%	25.3%	20.6%	17.6%	24.7%	26.0%	23.5%	25.4%	18.1%	19.1%	21.4%	23.3%	26.6%	31.1%	28.7%	11.8%	27.3%	23.3%	25.1%	16.7%	14.3%
Somewhat unlikely	122	69	54	31	11	25	20	35	15	13	19	12	9	10	10	1	18	108	7	4	3
	11.0%	12.7%	9.4%	10.0%	6.4%	12.4%	11.7%	13.8%	10.6%	12.8%	12.8%	12.4%	11.2%	10.7%	11.3%	2.0%	14.4%	11.6%	7.7%	7.3%	9.1%
Very unlikely	68	33	35	21	11	14	9	13	6	3	10	5	9	5	6	1	8	53	10	3	2
	6.1%	6.0%	6.2%	6.8%	6.4%	7.1%	5.2%	5.0%	3.9%	2.8%	6.3%	5.4%	11.4%	4.8%	6.6%	1.7%	6.9%	5.6%	11.1%	6.3%	6.1%
Don't know	37	13	23	15	5	2	4	12	4	3	6	6	3	3	4	4	1	34	3	-	-
	3.3%	2.4%	4.1%	4.6%	2.6%	0.9%	2.3%	4.5%	3.1%	3.2%	4.2%	6.4%	3.4%	2.7%	4.5%	8.0%	0.4%	3.6%	2.7%	-	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Total	Obesity		Age + Obesity									
		Not obese	Obese	Not Obese - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Very likely	209 18.7%	148 18.4%	60 19.5%	67 27.6%	28 22.8%	17 13.5%	19 16.4%	17 8.7%	17 23.4%	13 22.5%	18 26.3%	8 16.5%	4 6.9%
Somewhat likely	424 38.0%	285 35.4%	139 44.8%	78 32.1%	42 34.5%	44 33.9%	42 36.2%	79 40.7%	30 42.2%	25 43.0%	27 38.8%	26 51.6%	32 50.5%
Neither likely or unlikely	255 22.9%	185 23.0%	70 22.6%	40 16.4%	28 23.0%	38 29.6%	31 26.6%	49 25.0%	16 21.9%	16 28.2%	13 19.4%	8 16.5%	17 26.5%
Somewhat unlikely	122 11.0%	93 11.5%	30 9.5%	25 10.3%	10 8.1%	16 12.5%	14 11.8%	28 14.4%	6 9.1%	1 2.6%	8 12.2%	6 11.7%	7 11.8%
Very unlikely	68 6.1%	60 7.4%	8 2.7%	20 8.0%	10 8.3%	12 9.7%	7 5.8%	11 5.6%	2 2.5%	1 2.3%	2 2.2%	2 3.7%	2 3.0%
Don't know	37 3.3%	34 4.2%	3 1.0%	14 5.7%	4 3.2%	1 0.9%	4 3.3%	11 5.6%	1 0.9%	1 1.3%	1 1.1%	-	1 1.4%
SIGMA	1115 100.0%	805 100.0%	310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
More likely to appoint the overweight candidate	88 7.9%	38 6.9%	50 8.8%	63 19.9%	15 8.6%	6 3.0%	2 1.2%	2 0.9%	36 24.8%	7 6.6%	4 2.7%	2 2.4%	8 9.3%	5 4.6%	7 7.6%	2 5.3%	10 8.1%	81 8.6%	2 2.1%	3 6.5%	2 5.7%
Neither more or less likely to appoint the overweight candidate	630 56.5%	281 51.7%	349 61.1%	165 52.2%	107 59.6%	140 70.6%	96 57.5%	124 48.3%	74 50.6%	61 58.5%	87 56.9%	54 56.2%	37 45.6%	57 57.7%	56 60.5%	26 57.4%	73 59.7%	523 55.9%	59 62.7%	31 58.4%	17 54.4%
Less likely to appoint the overweight candidate	277 24.8%	170 31.3%	106 18.6%	56 17.8%	31 17.4%	36 18.3%	50 29.8%	103 40.3%	26 17.9%	28 26.9%	41 26.7%	26 27.2%	27 33.8%	28 28.8%	20 21.5%	11 25.1%	25 20.1%	232 24.8%	22 23.6%	14 27.0%	8 25.2%
Don't know	120 10.7%	54 10.0%	65 11.4%	32 10.1%	26 14.3%	16 8.1%	19 11.6%	27 10.6%	10 6.7%	8 8.0%	21 13.6%	14 14.2%	9 11.3%	9 8.9%	10 10.4%	6 12.2%	15 12.0%	100 10.7%	11 11.6%	4 8.1%	5 14.8%
SIGMA	1115 100.0%	544 100.0%	571 100.0%	315 100.0%	179 100.0%	198 100.0%	167 100.0%	257 100.0%	146 100.0%	104 100.0%	153 100.0%	96 100.0%	81 100.0%	98 100.0%	92 100.0%	45 100.0%	122 100.0%	937 100.0%	94 100.0%	53 100.0%	31 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
More likely to appoint the overweight candidate	88 7.9%	70 8.7%	18 5.8%	54 22.0%	11 9.1%	4 2.8%	2 1.7%	-	9 12.5%	4 7.6%	2 3.4%	-	2 3.7%
Neither more or less likely to appoint the overweight candidate	630 56.5%	438 54.4%	193 62.1%	123 50.6%	70 58.1%	95 73.4%	62 53.3%	87 44.8%	41 57.8%	36 62.9%	45 65.2%	34 67.2%	37 58.9%
Less likely to appoint the overweight candidate	277 24.8%	212 26.3%	65 21.0%	45 18.4%	24 20.0%	21 16.3%	39 33.6%	82 42.4%	11 16.0%	7 12.0%	15 22.1%	10 20.9%	21 33.8%
Don't know	120 10.7%	85 10.6%	34 11.1%	22 9.0%	15 12.8%	10 7.5%	13 11.4%	25 12.8%	10 13.8%	10 17.6%	6 9.3%	6 11.9%	2 3.6%
SIGMA	1115 100.0%	805 100.0%	310 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
At school	307 27.5%	106 19.5%	201 35.2%	144 45.7%	57 31.8%	44 22.1%	33 19.8%	29 11.4%	51 35.2%	31 29.8%	29 19.1%	24 24.9%	28 34.6%	35 35.2%	27 29.4%	12 26.2%	36 29.3%	273 29.1%	21 21.8%	9 15.9%	5 17.3%
At work	233 20.9%	87 16.0%	146 25.6%	107 34.1%	49 27.7%	37 18.6%	27 16.4%	12 4.7%	48 32.6%	16 15.5%	28 18.6%	12 12.1%	22 26.8%	22 22.6%	13 13.9%	8 18.2%	32 26.1%	200 21.4%	15 15.9%	7 12.6%	11 35.8%
In social situations	307 27.5%	105 19.3%	202 35.4%	141 44.8%	61 34.1%	53 26.6%	33 19.6%	20 7.6%	61 42.1%	24 23.3%	36 23.3%	19 20.2%	24 29.6%	32 32.5%	20 21.3%	8 17.0%	45 36.8%	269 28.7%	22 23.5%	6 10.8%	11 34.9%
In dating situations	253 22.7%	92 16.9%	161 28.2%	123 39.0%	48 26.6%	41 20.8%	25 15.3%	15 6.0%	43 29.6%	23 22.2%	25 16.4%	19 20.1%	28 34.2%	19 19.6%	19 20.2%	8 16.6%	29 23.7%	213 22.7%	23 24.1%	10 18.8%	7 24.1%
In restaurants	200 18.0%	63 11.6%	137 24.0%	107 34.1%	40 22.7%	33 16.6%	15 9.1%	5 1.8%	49 33.3%	16 15.2%	18 12.0%	11 11.6%	14 16.9%	24 24.2%	11 12.2%	4 8.1%	24 19.9%	170 18.2%	15 15.7%	9 17.5%	6 19.1%
At the gym	249 22.4%	85 15.6%	165 28.8%	134 42.6%	45 25.1%	40 20.0%	22 13.0%	9 3.5%	58 39.7%	17 16.3%	21 13.9%	20 20.9%	18 21.8%	23 23.5%	22 24.2%	8 16.8%	26 21.3%	213 22.7%	24 25.4%	5 9.8%	8 24.4%
At home (family)	260 23.4%	94 17.4%	166 29.1%	138 43.8%	43 24.0%	37 18.5%	22 13.0%	21 8.3%	60 41.0%	21 20.0%	30 19.6%	15 15.7%	18 22.4%	25 25.3%	18 19.4%	9 20.5%	24 19.6%	220 23.4%	24 25.9%	5 10.0%	11 36.3%
Healthcare settings (eg. hospital or GP surgery)	289 26.0%	110 20.1%	180 31.5%	110 34.8%	45 25.2%	62 31.2%	38 22.8%	35 13.5%	48 33.0%	28 27.3%	37 24.2%	14 15.0%	25 31.5%	35 35.7%	18 19.9%	8 18.6%	35 29.0%	251 26.7%	20 21.7%	9 16.6%	10 31.0%
Online (eg. social media)	172 15.4%	63 11.6%	109 19.1%	109 34.6%	33 18.5%	18 9.1%	8 4.7%	4 1.4%	45 30.9%	15 14.7%	14 9.3%	11 11.4%	19 23.9%	17 16.9%	8 8.7%	7 14.5%	13 10.4%	149 15.9%	11 12.0%	6 10.6%	6 19.9%
On public transport	191 17.2%	62 11.3%	130 22.7%	104 33.1%	37 20.5%	29 14.4%	15 9.1%	7 2.6%	49 33.4%	17 16.2%	21 13.5%	9 9.9%	15 18.9%	17 17.7%	16 17.0%	5 10.9%	23 18.8%	172 18.3%	9 9.6%	3 5.6%	7 24.2%
Clothes shops/ fashion outlets	327 29.3%	91 16.8%	235 41.2%	144 45.6%	58 32.2%	61 30.6%	37 22.1%	28 10.9%	57 39.0%	33 31.7%	34 22.4%	22 23.5%	27 33.9%	35 35.5%	29 31.3%	7 15.9%	38 30.7%	282 30.1%	19 20.6%	11 19.8%	14 46.8%

Prepared by Survation on behalf of Barley Communications

Survation.

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
At school	307 27.5%	185 23.0%	121 39.2%	94 38.3%	35 28.7%	21 16.3%	18 15.5%	18 9.3%	51 71.1%	22 38.4%	23 33.0%	15 30.0%	11 17.7%
At work	233 20.9%	136 16.9%	97 31.4%	71 29.2%	30 24.7%	16 12.6%	14 11.7%	5 2.5%	36 50.9%	20 34.1%	20 29.7%	14 27.5%	7 11.7%
In social situations	307 27.5%	167 20.7%	140 45.3%	93 38.1%	29 24.2%	23 17.6%	14 12.2%	8 3.9%	48 68.1%	32 54.9%	30 43.4%	18 36.9%	12 19.2%
In dating situations	253 22.7%	149 18.5%	104 33.5%	84 34.4%	24 20.0%	19 15.0%	15 12.6%	6 3.3%	39 55.0%	23 40.5%	22 31.8%	11 21.4%	9 14.4%
In restaurants	200 18.0%	115 14.3%	86 27.6%	70 28.5%	21 17.1%	15 11.7%	7 6.4%	2 1.1%	38 53.2%	20 34.3%	18 25.7%	8 15.5%	3 4.1%
At the gym	249 22.4%	150 18.6%	100 32.2%	93 38.0%	23 19.2%	19 14.9%	11 9.1%	4 1.9%	41 58.4%	22 37.4%	20 29.7%	11 22.1%	5 8.5%
At home (family)	260 23.4%	158 19.7%	102 32.9%	96 39.2%	22 18.5%	20 15.5%	10 8.2%	11 5.5%	42 59.6%	20 35.6%	17 24.0%	12 24.2%	11 17.0%
Healthcare settings (eg. hospital or GP surgery)	289 26.0%	149 18.5%	140 45.2%	67 27.6%	22 18.0%	27 21.0%	18 15.3%	15 7.7%	42 59.6%	23 40.4%	35 50.3%	20 40.4%	20 31.5%
Online (eg. social media)	172 15.4%	101 12.6%	71 22.8%	74 30.4%	14 11.8%	7 5.1%	3 2.8%	3 1.4%	35 49.2%	19 32.7%	12 16.7%	5 9.1%	1 1.4%
On public transport	191 17.2%	109 13.5%	82 26.6%	73 30.1%	17 14.3%	10 8.1%	6 4.7%	2 1.1%	31 43.4%	19 33.6%	18 26.3%	10 19.3%	4 7.1%
Clothes shops/ fashion outlets	327 29.3%	184 22.9%	143 46.0%	96 39.3%	28 23.2%	26 20.2%	19 16.5%	15 7.6%	48 67.3%	29 51.1%	35 50.1%	18 35.1%	13 21.3%

Prepared by Survation on behalf of Barley Communications

Survation.

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	307	106	201	144	57	44	33	29	51	31	29	24	28	35	27	12	36	273	21	9	5
	27.5%	19.5%	35.2%	45.7%	31.8%	22.1%	19.8%	11.4%	35.2%	29.8%	19.1%	24.9%	34.6%	35.2%	29.4%	26.2%	29.3%	29.1%	21.8%	15.9%	17.3%
Have not felt judged	699	386	313	138	98	131	124	207	80	61	103	63	47	58	58	24	75	569	65	40	24
	62.7%	71.0%	54.8%	44.0%	55.0%	66.3%	74.7%	80.5%	54.9%	58.9%	67.5%	65.6%	57.9%	59.4%	63.5%	52.8%	61.3%	60.8%	69.3%	74.7%	79.2%
Don't know	109	52	57	33	23	23	9	21	14	12	20	9	6	5	6	10	12	95	8	5	1
	9.8%	9.5%	10.0%	10.3%	13.2%	11.6%	5.5%	8.2%	9.9%	11.3%	13.4%	9.6%	7.5%	5.4%	7.0%	21.0%	9.4%	10.1%	8.9%	9.3%	3.4%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	307	185	121	94	35	21	18	18	51	22	23	15	11
	27.5%	23.0%	39.2%	38.3%	28.7%	16.3%	15.5%	9.3%	71.1%	38.4%	33.0%	30.0%	17.7%
Have not felt judged	699	548	151	123	74	93	95	163	16	24	38	30	44
	62.7%	68.0%	48.8%	50.4%	61.0%	72.4%	81.2%	83.8%	21.9%	42.4%	54.8%	59.4%	69.9%
Don't know	109	72	37	28	12	15	4	13	5	11	8	5	8
	9.8%	8.9%	12.1%	11.3%	10.3%	11.3%	3.4%	6.8%	7.0%	19.2%	12.2%	10.6%	12.4%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	233	87	146	107	49	37	27	12	48	16	28	12	22	22	13	8	32	200	15	7	11
	20.9%	16.0%	25.6%	34.1%	27.7%	18.6%	16.4%	4.7%	32.6%	15.5%	18.6%	12.1%	26.8%	22.6%	13.9%	18.2%	26.1%	21.4%	15.9%	12.6%	35.8%
Have not felt judged	792	422	371	172	107	147	133	234	82	77	111	71	56	72	73	32	82	657	71	46	18
	71.1%	77.6%	64.9%	54.6%	59.7%	74.2%	79.8%	91.2%	56.5%	73.9%	72.5%	74.6%	69.1%	73.8%	79.7%	70.2%	67.4%	70.1%	75.6%	85.8%	59.4%
Don't know	90	35	55	36	23	14	6	11	16	11	14	13	3	3	6	5	8	79	8	1	1
	8.0%	6.4%	9.6%	11.4%	12.7%	7.3%	3.8%	4.1%	10.9%	10.6%	8.9%	13.4%	4.1%	3.6%	6.4%	11.6%	6.5%	8.5%	8.5%	1.6%	4.8%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	233	136	97	71	30	16	14	5	36	20	20	14	7
	20.9%	16.9%	31.4%	29.2%	24.7%	12.6%	11.7%	2.5%	50.9%	34.1%	29.7%	27.5%	11.7%
Have not felt judged	792	614	178	147	79	104	100	184	25	28	42	33	50
	71.1%	76.3%	57.4%	60.2%	65.0%	80.9%	85.9%	94.7%	35.2%	48.3%	61.6%	65.4%	80.1%
Don't know	90	55	35	26	12	8	3	5	10	10	6	4	5
	8.0%	6.8%	11.2%	10.6%	10.3%	6.5%	2.4%	2.8%	13.9%	17.6%	8.7%	7.0%	8.2%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	307	105	202	141	61	53	33	20	61	24	36	19	24	32	20	8	45	269	22	6	11
	27.5%	19.3%	35.4%	44.8%	34.1%	26.6%	19.6%	7.6%	42.1%	23.3%	23.3%	20.2%	29.6%	32.5%	21.3%	17.0%	36.8%	28.7%	23.5%	10.8%	34.9%
Have not felt judged	714	397	317	140	95	126	129	224	71	71	106	68	53	63	67	27	69	594	59	45	16
	64.1%	73.0%	55.5%	44.4%	53.0%	63.8%	77.4%	87.4%	48.3%	68.0%	69.1%	71.3%	65.5%	64.3%	72.8%	59.1%	56.6%	63.4%	62.3%	84.9%	53.2%
Don't know	94	42	52	34	23	19	5	13	14	9	12	8	4	3	5	11	8	74	13	2	4
	8.4%	7.7%	9.1%	10.7%	12.9%	9.6%	3.0%	5.0%	9.6%	8.7%	7.5%	8.5%	4.9%	3.2%	5.9%	23.9%	6.6%	7.9%	14.3%	4.3%	11.9%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	307	167	140	93	29	23	14	8	48	32	30	18	12
	27.5%	20.7%	45.3%	38.1%	24.2%	17.6%	12.2%	3.9%	68.1%	54.9%	43.4%	36.9%	19.2%
Have not felt judged	714	569	145	122	77	93	100	177	18	17	33	29	48
	64.1%	70.7%	46.8%	50.0%	63.8%	72.2%	85.8%	91.0%	25.3%	30.3%	48.1%	57.8%	76.3%
Don't know	94	69	25	29	15	13	2	10	5	9	6	3	3
	8.4%	8.6%	7.9%	12.0%	12.0%	10.2%	2.0%	5.1%	6.6%	14.8%	8.5%	5.4%	4.5%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	253	92	161	123	48	41	25	15	43	23	25	19	28	19	19	8	29	213	23	10	7
	22.7%	16.9%	28.2%	39.0%	26.6%	20.8%	15.3%	6.0%	29.6%	22.2%	16.4%	20.1%	34.2%	19.6%	20.2%	16.6%	23.7%	22.7%	24.1%	18.8%	24.1%
Have not felt judged	706	386	320	146	105	129	123	203	78	64	105	63	46	71	57	31	78	594	55	38	19
	63.3%	71.0%	56.0%	46.3%	58.7%	65.0%	73.9%	79.2%	53.2%	61.9%	68.9%	65.9%	57.1%	72.0%	62.2%	68.1%	64.1%	63.4%	58.5%	71.5%	62.1%
Don't know	156	66	91	46	26	28	18	38	25	16	23	13	7	8	16	7	15	131	16	5	4
	14.0%	12.1%	15.9%	14.7%	14.6%	14.1%	10.8%	14.8%	17.1%	15.9%	14.7%	14.0%	8.7%	8.4%	17.6%	15.3%	12.1%	13.9%	17.4%	9.6%	13.8%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	253	149	104	84	24	19	15	6	39	23	22	11	9
	22.7%	18.5%	33.5%	34.4%	20.0%	15.0%	12.6%	3.3%	55.0%	40.5%	31.8%	21.4%	14.4%
Have not felt judged	706	559	147	123	80	97	93	166	23	25	32	30	37
	63.3%	69.4%	47.4%	50.4%	66.1%	74.9%	79.9%	85.5%	32.1%	43.3%	46.6%	60.0%	59.5%
Don't know	156	97	59	37	17	13	9	22	9	9	15	9	16
	14.0%	12.1%	19.0%	15.2%	13.9%	10.1%	7.5%	11.2%	12.9%	16.2%	21.6%	18.6%	26.1%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	200	63	137	107	40	33	15	5	49	16	18	11	14	24	11	4	24	170	15	9	6
	18.0%	11.6%	24.0%	34.1%	22.7%	16.6%	9.1%	1.8%	33.3%	15.2%	12.0%	11.6%	16.9%	24.2%	12.2%	8.1%	19.9%	18.2%	15.7%	17.5%	19.1%
Have not felt judged	820	439	381	180	119	142	144	235	87	80	116	74	64	71	71	34	87	683	74	42	20
	73.5%	80.8%	66.6%	57.2%	66.8%	71.6%	86.4%	91.4%	59.3%	76.8%	76.0%	77.2%	79.3%	72.0%	76.8%	75.2%	71.5%	72.9%	78.7%	79.5%	65.0%
Don't know	95	41	53	28	19	23	7	17	11	8	18	11	3	4	10	8	11	83	5	2	5
	8.5%	7.6%	9.4%	8.8%	10.6%	11.8%	4.5%	6.8%	7.3%	8.0%	12.0%	11.2%	3.8%	3.7%	11.0%	16.6%	8.7%	8.9%	5.6%	2.9%	15.8%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	200	115	86	70	21	15	7	2	38	20	18	8	3
	18.0%	14.3%	27.6%	28.5%	17.1%	11.7%	6.4%	1.1%	53.2%	34.3%	25.7%	15.5%	4.1%
Have not felt judged	820	630	189	152	89	101	107	182	28	30	41	37	53
	73.5%	78.3%	61.1%	62.3%	73.4%	78.0%	92.0%	93.6%	39.6%	52.9%	59.8%	73.4%	84.7%
Don't know	95	60	35	23	11	13	2	10	5	7	10	6	7
	8.5%	7.4%	11.3%	9.2%	9.5%	10.3%	1.6%	5.4%	7.2%	12.8%	14.5%	11.1%	11.2%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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

	Sex		Age					Region											
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales
Unweighted Total	1115	522 593	217 205	197 193	303	126 130	156 111	71 88	90 37	122 931	97 57	30							
Weighted Total	1115	544 571	315 179	198 167	257	146 104	153 96	81 98	92 45	122 937	94 53	31							
Have felt judged	249	85 165	134 45	40 22	9	58 17	21 20	18 23	22 22	8 26	213 24	5 8							
	22.4%	15.6% 28.8%	42.6% 25.1%	20.0% 13.0%	3.5%	39.7% 16.3%	13.9% 20.9%	21.8% 23.5%	24.2% 16.8%	21.3% 22.7%	25.4% 9.8%	24.4%							
Have not felt judged	631	339 293	135 93	112 112	179	63 59	91 56	40 63	54 22	71 520	51 42	18							
	56.6%	62.3% 51.2%	42.8% 52.0%	56.8% 67.3%	69.7%	43.4% 57.2%	59.6% 58.6%	49.4% 64.3%	59.1% 48.6%	57.8% 55.5%	54.0% 79.4%	58.7%							
Don't know	234	120 114	46 41	46 33	69	25 28	40 20	23 12	15 16	26 204	19 6	5							
	21.0%	22.1% 20.0%	14.6% 22.9%	23.1% 19.7%	26.8%	16.9% 26.5%	26.5% 20.5%	28.8% 12.1%	16.7% 34.5%	20.9% 21.8%	20.6% 10.8%	16.9%							
SIGMA	1115	544 571	315 179	198 167	257	146 104	153 96	81 98	92 45	122 937	94 53	31							
	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% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0%							

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	249	150	100	93	23	19	11	4	41	22	20	11	5
	22.4%	18.6%	32.2%	38.0%	19.2%	14.9%	9.1%	1.9%	58.4%	37.4%	29.7%	22.1%	8.5%
Have not felt judged	631	503	128	114	72	83	90	145	21	21	30	22	34
	56.6%	62.5%	41.4%	46.7%	59.4%	64.1%	77.2%	74.4%	29.5%	36.6%	43.3%	44.2%	54.9%
Don't know	234	152	82	37	26	27	16	46	9	15	19	17	23
	21.0%	18.9%	26.4%	15.3%	21.4%	21.0%	13.7%	23.7%	12.1%	26.0%	27.1%	33.7%	36.5%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	260	94	166	138	43	37	22	21	60	21	30	15	18	25	18	9	24	220	24	5	11
	23.4%	17.4%	29.1%	43.8%	24.0%	18.5%	13.0%	8.3%	41.0%	20.0%	19.6%	15.7%	22.4%	25.3%	19.4%	20.5%	19.6%	23.4%	25.9%	10.0%	36.3%
Have not felt judged	792	422	370	157	116	149	142	228	77	79	113	72	61	69	69	28	93	661	65	47	20
	71.1%	77.6%	64.8%	49.9%	65.2%	75.5%	85.0%	88.7%	52.7%	75.8%	74.1%	75.1%	75.6%	70.6%	75.6%	60.5%	75.9%	70.5%	69.3%	87.7%	63.7%
Don't know	62	27	35	20	19	12	3	8	9	4	10	9	2	4	5	9	6	56	4	1	-
	5.6%	5.0%	6.1%	6.3%	10.8%	6.0%	2.0%	3.0%	6.2%	4.2%	6.3%	9.2%	2.0%	4.1%	5.0%	19.1%	4.5%	6.0%	4.8%	2.3%	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	260	158	102	96	22	20	10	11	42	20	17	12	11
	23.4%	19.7%	32.9%	39.2%	18.5%	15.5%	8.2%	5.5%	59.6%	35.6%	24.0%	24.2%	17.0%
Have not felt judged	792	605	188	133	87	101	106	178	24	29	49	36	50
	71.1%	75.1%	60.5%	54.7%	72.0%	78.1%	90.8%	91.4%	33.5%	50.8%	70.6%	71.5%	80.1%
Don't know	62	42	20	15	11	8	1	6	5	8	4	2	2
	5.6%	5.2%	6.6%	6.1%	9.5%	6.4%	1.0%	3.1%	6.9%	13.6%	5.3%	4.3%	2.9%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	289	110	180	110	45	62	38	35	48	28	37	14	25	35	18	8	35	251	20	9	10
	26.0%	20.1%	31.5%	34.8%	25.2%	31.2%	22.8%	13.5%	33.0%	27.3%	24.2%	15.0%	31.5%	35.7%	19.9%	18.6%	29.0%	26.7%	21.7%	16.6%	31.0%
Have not felt judged	747	394	353	180	114	123	124	205	86	70	102	73	52	59	69	29	77	617	67	42	21
	67.0%	72.5%	61.8%	57.0%	64.1%	62.3%	74.5%	80.0%	58.8%	67.3%	66.7%	76.6%	64.4%	60.6%	74.6%	64.3%	62.7%	65.8%	71.1%	78.7%	69.0%
Don't know	79	40	39	26	19	13	5	17	12	6	14	8	3	4	5	8	10	70	7	3	-
	7.1%	7.4%	6.8%	8.2%	10.7%	6.5%	2.7%	6.5%	8.2%	5.4%	9.1%	8.4%	4.2%	3.7%	5.5%	17.1%	8.3%	7.4%	7.2%	4.7%	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	289	149	140	67	22	27	18	15	42	23	35	20	20
	26.0%	18.5%	45.2%	27.6%	18.0%	21.0%	15.3%	7.7%	59.6%	40.4%	50.3%	40.4%	31.5%
Have not felt judged	747	603	144	158	88	92	96	169	22	26	31	28	36
	67.0%	74.9%	46.4%	64.6%	72.7%	71.4%	82.1%	87.1%	31.0%	45.9%	45.2%	56.5%	57.8%
Don't know	79	53	26	19	11	10	3	10	7	8	3	2	7
	7.1%	6.6%	8.3%	7.8%	9.3%	7.5%	2.6%	5.1%	9.4%	13.7%	4.5%	3.1%	10.7%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	172	63	109	109	33	18	8	4	45	15	14	11	19	17	8	7	13	149	11	6	6
	15.4%	11.6%	19.1%	34.6%	18.5%	9.1%	4.7%	1.4%	30.9%	14.7%	9.3%	11.4%	23.9%	16.9%	8.7%	14.5%	10.4%	15.9%	12.0%	10.6%	19.9%
Have not felt judged	784	403	382	176	121	153	141	194	83	71	112	71	56	69	71	24	93	650	69	44	22
	70.4%	74.1%	66.8%	55.8%	67.6%	77.2%	84.7%	75.5%	56.8%	68.2%	73.5%	74.3%	68.8%	70.8%	77.1%	52.6%	75.9%	69.3%	73.4%	81.5%	72.5%
Don't know	159	78	81	30	25	27	18	59	18	18	26	14	6	12	13	15	17	138	14	4	2
	14.2%	14.3%	14.2%	9.6%	13.9%	13.7%	10.6%	23.1%	12.4%	17.1%	17.2%	14.4%	7.3%	12.2%	14.2%	32.9%	13.7%	14.8%	14.6%	7.9%	7.6%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	172	101	71	74	14	7	3	3	35	19	12	5	1
	15.4%	12.6%	22.8%	30.4%	11.8%	5.1%	2.8%	1.4%	49.2%	32.7%	16.7%	9.1%	1.4%
Have not felt judged	784	601	184	147	93	104	104	153	29	28	49	37	41
	70.4%	74.6%	59.3%	60.1%	76.4%	80.7%	89.4%	78.9%	41.1%	49.0%	70.7%	73.8%	65.1%
Don't know	159	103	56	23	14	18	9	38	7	11	9	9	21
	14.2%	12.8%	17.9%	9.5%	11.8%	14.2%	7.8%	19.7%	9.6%	18.3%	12.6%	17.1%	33.5%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	191	62	130	104	37	29	15	7	49	17	21	9	15	17	16	5	23	172	9	3	7
	17.2%	11.3%	22.7%	33.1%	20.5%	14.4%	9.1%	2.6%	33.4%	16.2%	13.5%	9.9%	18.9%	17.7%	17.0%	10.9%	18.8%	18.3%	9.6%	5.6%	24.2%
Have not felt judged	818	429	389	174	117	150	145	233	81	77	120	75	62	72	67	28	93	674	75	48	21
	73.4%	79.0%	68.0%	55.3%	65.5%	75.7%	86.7%	90.7%	55.5%	74.3%	78.4%	79.0%	76.4%	73.1%	72.6%	61.2%	75.9%	72.0%	79.4%	90.1%	68.4%
Don't know	106	53	53	37	25	20	7	17	16	10	12	11	4	9	10	13	7	91	10	2	2
	9.5%	9.7%	9.2%	11.6%	14.0%	9.9%	4.2%	6.8%	11.1%	9.5%	8.1%	11.2%	4.6%	9.1%	10.4%	27.9%	5.3%	9.7%	11.1%	4.3%	7.4%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	191	109	82	73	17	10	6	2	31	19	18	10	4
	17.2%	13.5%	26.6%	30.1%	14.3%	8.1%	4.7%	1.1%	43.4%	33.6%	26.3%	19.3%	7.1%
Have not felt judged	818	631	188	143	91	105	109	183	31	26	45	36	50
	73.4%	78.3%	60.5%	58.6%	75.3%	81.1%	93.4%	94.0%	43.7%	44.6%	65.5%	71.3%	80.2%
Don't know	106	65	40	27	13	14	2	9	9	12	6	5	8
	9.5%	8.1%	12.9%	11.2%	10.4%	10.8%	1.9%	4.8%	13.0%	21.7%	8.3%	9.4%	12.7%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Have felt judged	327	91	235	144	58	61	37	28	57	33	34	22	27	35	29	7	38	282	19	11	14
	29.3%	16.8%	41.2%	45.6%	32.2%	30.6%	22.1%	10.9%	39.0%	31.7%	22.4%	23.5%	33.9%	35.5%	31.3%	15.9%	30.7%	30.1%	20.6%	19.8%	46.8%
Have not felt judged	704	410	294	143	101	124	123	213	76	66	106	60	51	61	58	26	78	581	68	39	16
	63.2%	75.4%	51.5%	45.4%	56.3%	62.9%	73.8%	83.1%	51.7%	63.3%	69.1%	63.1%	62.5%	62.6%	62.8%	58.0%	63.8%	62.0%	72.1%	72.5%	53.2%
Don't know	84	42	42	28	21	13	7	15	14	5	13	13	3	2	5	12	7	73	7	4	-
	7.6%	7.7%	7.4%	9.0%	11.5%	6.5%	4.2%	6.0%	9.3%	5.0%	8.5%	13.4%	3.6%	1.9%	5.9%	26.1%	5.4%	7.8%	7.3%	7.6%	-
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Have felt judged	327	184	143	96	28	26	19	15	48	29	35	18	13
	29.3%	22.9%	46.0%	39.3%	23.2%	20.2%	16.5%	7.6%	67.3%	51.1%	50.1%	35.1%	21.3%
Have not felt judged	704	558	146	123	80	94	93	168	20	21	31	30	45
	63.2%	69.3%	47.2%	50.4%	65.9%	72.7%	80.1%	86.4%	28.1%	36.1%	44.4%	59.1%	72.7%
Don't know	84	63	21	25	13	9	4	12	3	7	4	3	4
	7.6%	7.8%	6.8%	10.3%	10.9%	7.1%	3.4%	6.0%	4.6%	12.9%	5.5%	5.9%	5.9%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
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

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Yes, improves opinion	123	51	71	73	16	17	7	11	44	8	9	3	8	8	13	3	13	108	9	3	2
	11.0%	9.5%	12.5%	23.1%	8.9%	8.5%	4.0%	4.2%	30.5%	7.3%	6.0%	3.2%	9.8%	7.9%	13.9%	5.6%	10.4%	11.5%	9.9%	5.6%	7.8%
Yes, worsens opinion	627	304	323	144	94	120	106	164	60	60	93	54	50	63	47	21	70	517	59	29	22
	56.3%	56.0%	56.5%	45.7%	52.4%	60.7%	63.5%	63.8%	40.9%	58.0%	60.7%	56.2%	61.3%	64.3%	51.6%	46.6%	57.0%	55.2%	62.9%	54.2%	70.9%
No, doesn't influence opinion	221	124	97	57	41	37	34	51	24	22	31	19	15	19	21	9	22	183	16	18	3
	19.8%	22.7%	17.0%	18.2%	23.0%	18.7%	20.6%	19.9%	16.6%	20.8%	20.3%	20.2%	18.4%	19.5%	23.4%	20.3%	18.3%	19.5%	17.4%	34.1%	10.6%
Don't know	144	64	80	41	28	24	20	31	18	14	20	19	9	8	10	13	17	128	9	3	3
	12.9%	11.8%	13.9%	13.0%	15.6%	12.2%	12.0%	12.1%	12.0%	13.9%	13.0%	20.4%	10.5%	8.3%	11.1%	27.5%	14.3%	13.7%	9.9%	6.0%	10.8%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
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**

	Total	Obesity		Age + Obesity									
		Not obese	Obese	Not Obese - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695	420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805	310	244	121	129	117	194	71	58	69	50	63
Yes, improves opinion	123	85	38	53	9	11	4	8	20	7	6	3	3
	11.0%	10.6%	12.2%	21.6%	7.4%	8.7%	3.5%	4.0%	27.9%	12.0%	8.0%	5.0%	4.7%
Yes, worsens opinion	627	454	173	111	71	78	72	122	33	23	42	33	42
	56.3%	56.4%	55.9%	45.5%	58.6%	60.3%	62.0%	62.9%	46.5%	39.4%	61.3%	67.0%	66.7%
No, doesn't influence opinion	221	167	54	50	27	28	25	37	7	14	9	10	14
	19.8%	20.7%	17.4%	20.7%	22.1%	21.7%	21.1%	19.1%	9.7%	25.0%	13.1%	19.5%	22.5%
Don't know	144	99	45	30	14	12	16	27	11	14	12	4	4
	12.9%	12.3%	14.5%	12.2%	11.8%	9.3%	13.5%	14.0%	15.8%	23.6%	17.6%	8.5%	6.1%
SIGMA	1115	805	310	244	121	129	117	194	71	58	69	50	63
	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 - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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**

	Sex		Age					Region													
	Male	Female	18-34	35-44	45-54	55-64	65+	London	East of England	South East	South West	East Midlands	West Midlands	Yorks and Humberside	North East	North West	England	Scotland	Wales	NI	
Unweighted Total	1115	522	593	217	205	197	193	303	126	130	156	111	71	88	90	37	122	931	97	57	30
Weighted Total	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
Yes, improves opinion	120	55	65	66	21	16	9	7	39	6	17	3	11	8	10	2	15	110	6	3	2
	10.8%	10.2%	11.4%	21.1%	11.9%	8.2%	5.4%	2.9%	26.5%	6.0%	10.9%	2.9%	13.0%	8.2%	11.2%	4.9%	12.1%	11.8%	5.9%	5.4%	6.3%
Yes, worsens opinion	683	327	355	168	97	126	113	178	70	68	89	64	48	57	58	25	78	555	67	38	23
	61.2%	60.2%	62.2%	53.4%	54.4%	63.7%	67.9%	69.3%	47.9%	65.1%	58.2%	66.5%	59.1%	57.8%	62.8%	55.0%	64.1%	59.3%	70.9%	70.4%	74.3%
No, doesn't influence opinion	171	87	84	49	35	29	27	32	20	17	23	10	14	26	16	5	15	146	14	10	2
	15.4%	16.1%	14.7%	15.6%	19.3%	14.4%	16.1%	12.6%	13.4%	16.7%	15.1%	10.0%	17.1%	26.1%	17.6%	11.4%	12.4%	15.5%	15.0%	18.2%	6.7%
Don't know	141	74	67	31	26	27	18	39	18	13	24	20	9	8	8	13	14	126	8	3	4
	12.6%	13.6%	11.7%	10.0%	14.3%	13.7%	10.5%	15.1%	12.3%	12.3%	15.8%	20.6%	10.7%	7.9%	8.5%	28.7%	11.4%	13.4%	8.2%	6.0%	12.7%
SIGMA	1115	544	571	315	179	198	167	257	146	104	153	96	81	98	92	45	122	937	94	53	31
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

World Obesity Day Poll - UK
Prepared on behalf of Barley Communications

25 Sep 2018

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 - 18-34	Not Obese - 35-44	Not Obese - 45-54	Not Obese - 55-64	Not Obese - 65+	Obese - 18-34	Obese - 35-44	Obese - 45-54	Obese - 55-64	Obese - 65+
Unweighted Total	1115	695 420	152	120	108	118	197	65	85	89	75	106
Weighted Total	1115	805 310	244	121	129	117	194	71	58	69	50	63
Yes, improves opinion	120 10.8%	89 32 11.0% 10.2%	53 21.9%	15 12.6%	9 7.4%	7 6.1%	4 1.9%	13 18.2%	6 10.5%	7 9.9%	2 3.8%	4 6.2%
Yes, worsens opinion	683 61.2%	490 193 60.8% 62.2%	125 51.0%	70 58.2%	84 65.4%	75 64.7%	135 69.4%	44 61.3%	27 46.5%	42 60.4%	38 75.6%	43 69.1%
No, doesn't influence opinion	171 15.4%	130 42 16.1% 13.5%	44 17.9%	23 18.9%	19 14.9%	20 17.3%	24 12.2%	5 7.7%	12 20.3%	9 13.4%	7 13.4%	9 13.9%
Don't know	141 12.6%	97 44 12.0% 14.1%	22 9.2%	13 10.3%	16 12.3%	14 12.0%	32 16.5%	9 12.7%	13 22.7%	11 16.3%	4 7.2%	7 10.8%
SIGMA	1115 100.0%	805 310 100.0% 100.0%	244 100.0%	121 100.0%	129 100.0%	117 100.0%	194 100.0%	71 100.0%	58 100.0%	69 100.0%	50 100.0%	63 100.0%

	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	1115
	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	1115
	6	3	Q2. Which statement comes closest to your view?	Base: All Respondents	1115
	7	4	Q2. Which statement comes closest to your view?	Base: All Respondents	1115
	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	1115
	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	1115
	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	1115
	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	1115
	12	9	Q4. How likely or unlikely do you think people are to discriminate against someone because of the following? Gender	Base: All Respondents	1115
	13	10	Q4. How likely or unlikely do you think people are to discriminate against someone because of the following? Gender	Base: All Respondents	1115
	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	1115
	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	1115
	16	13	Q6. How likely or unlikely do you think people are to discriminate against someone because of the following? Height	Base: All Respondents	1115

	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	1115
	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	1115
	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	1115
	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	1115
	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	1115
	22	19	Q9. Which of the following do you think is the main reason people have obesity? (Please select one option)	Base: All Respondents	1115
	23	20	Q9. Which of the following do you think is the main reason people have obesity? (Please select one option)	Base: All Respondents	1115
	24	21	Q10. Which statement comes closest to your view?	Base: All Respondents	1115
	25	22	Q10. Which statement comes closest to your view?	Base: All Respondents	1115
	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	1115
	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	1115
	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	752
	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	752

	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	1115
	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	1115
	32	29	Q14-Q24. Have you ever felt judged because of your weight in the following? Top Box Summary Table	Base: All Respondents	1115
	33	30	Q14-Q24. Have you ever felt judged because of your weight in the following? Top Box Summary Table	Base: All Respondents	1115
	34	31	Q14. Have you ever felt judged because of your weight in the following? At school	Base: All Respondents	1115
	35	32	Q14. Have you ever felt judged because of your weight in the following? At school	Base: All Respondents	1115
	36	33	Q15. Have you ever felt judged because of your weight in the following? At work	Base: All Respondents	1115
	37	34	Q15. Have you ever felt judged because of your weight in the following? At work	Base: All Respondents	1115
	38	35	Q16. Have you ever felt judged because of your weight in the following? In social situations	Base: All Respondents	1115
	39	36	Q16. Have you ever felt judged because of your weight in the following? In social situations	Base: All Respondents	1115
	40	37	Q17. Have you ever felt judged because of your weight in the following? In dating situations	Base: All Respondents	1115

	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	1115
	42	39	Q18. Have you ever felt judged because of your weight in the following? In restaurants	Base: All Respondents	1115
	43	40	Q18. Have you ever felt judged because of your weight in the following? In restaurants	Base: All Respondents	1115
	44	41	Q19. Have you ever felt judged because of your weight in the following? At the gym	Base: All Respondents	1115
	45	42	Q19. Have you ever felt judged because of your weight in the following? At the gym	Base: All Respondents	1115
	46	43	Q20. Have you ever felt judged because of your weight in the following? At home (family)	Base: All Respondents	1115
	47	44	Q20. Have you ever felt judged because of your weight in the following? At home (family)	Base: All Respondents	1115
	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	1115
	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	1115
	50	47	Q22. Have you ever felt judged because of your weight in the following? Online (eg. social media)	Base: All Respondents	1115
	51	48	Q22. Have you ever felt judged because of your weight in the following? Online (eg. social media)	Base: All Respondents	1115
	52	49	Q23. Have you ever felt judged because of your weight in the following? On public transport	Base: All Respondents	1115

	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	1115
	54	51	Q24. Have you ever felt judged because of your weight in the following? Clothes shops/fashion outlets	Base: All Respondents	1115
	55	52	Q24. Have you ever felt judged because of your weight in the following? Clothes shops/fashion outlets	Base: All Respondents	1115
	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	1115
	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	1115
	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	1115
	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	1115
	60	57	Q26. Do you think any of the following influence the public's opinion of people with obesity? The government	Base: All Respondents	1115
	61	58	Q26. Do you think any of the following influence the public's opinion of people with obesity? The government	Base: All Respondents	1115
	62	59	Q27. Do you think any of the following influence the public's opinion of people with obesity? School/teachers	Base: All Respondents	1115
	63	60	Q27. Do you think any of the following influence the public's opinion of people with obesity? School/teachers	Base: All Respondents	1115
	64	61	Q28. Do you think any of the following influence the public's opinion of people with obesity? Work places	Base: All Respondents	1115

	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	1115
	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	1115
	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	1115
	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	1115
	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	1115
	70	67	Q31. Do you think any of the following influence the public's opinion of people with obesity? Social media	Base: All Respondents	1115
	71	68	Q31. Do you think any of the following influence the public's opinion of people with obesity? Social media	Base: All Respondents	1115
	72	69	Q32. Who do you think should have the greatest role to play in reducing obesity? (Please choose one option)	Base: All Respondents	1115
	73	70	Q32. Who do you think should have the greatest role to play in reducing obesity? (Please choose one option)	Base: All Respondents	1115