A kitchen scene featuring fresh produce like leafy greens, pears, and a basket of vegetables, along with bread and a tablet displaying various charts and graphs.

Nearly six in ten Canadians have struggled to meet their most recent weight loss resolution, most often experiencing hopelessness and sadness when it was not achieved.



The research gauged the opinions among Canadians on their attitudes, behaviors, and experiences related to weight loss, focusing on both traditional methods and newer treatments.

Additionally, it includes emotional associations people have with weight loss resolutions, their intentions to lose weight in 2025, and the methods they plan to use to achieve their goals. The survey also investigates the use of prescription weight loss treatments.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between November 30th and December 4th, 2024, as part of an omnibus survey.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Felix Health and was conducted by Nanos Research.

KEY FINDINGS

1

IN 2025, OVER TWO IN FIVE CANADIANS PLAN TO LOSE WEIGHT; THOSE WHO PLAN ON LOSING WEIGHT REPORT THEY WILL USE DIET AND EXERCISE

Over two in five Canadians each say they either plan on losing weight ([43%](#)) or not losing weight ([44%](#)) in 2025, while over one in ten are unsure ([13%](#)). Asked how they are planning to lose weight, over nine in ten say they will do so by changing their diet/eating better ([93%](#)) followed by exercise ([80%](#)).

2

ONE IN THREE CANADIANS HAVE MADE A WEIGHT LOSS RESOLUTION IN THE PAST; MOST DID NOT ACHIEVE THEIR GOAL

When asked if they have ever made a weight loss New Year's resolution in the past, one in three Canadians report they have ([32%](#)), while two in three say they have not ([64%](#)). Among those who have made a weight loss resolution, close to three in five report they did not achieve their resolution ([58%](#)), while [38 per cent](#) report having achieved their goal. Those who did not achieve their goal most frequently say they felt resigned/ready to give up/discouraged ([14%](#)), followed by indifferent/neutral/no feeling ([13%](#)), depressed/sad ([12%](#)) and disappointed ([11%](#)).

3

WEIGHT LOSS RESOLUTIONS ASSOCIATED WITH A WIDE RANGE OF MOSTLY NEGATIVE EMOTIONS

Asked to list emotions that come to mind when they hear the words "weight loss resolution", Canadians most often say anger/annoyance/frustration ([20%](#)), followed by sadness/unhappy/depression/negative ([16%](#)), indifference/neutral/apathy/complacency ([14%](#)), hopeful/positive/optimism ([13%](#)), does not work/waste of time/impossible/futile ([13%](#)) and difficult/struggle/hard to do/sacrifice/hopeless ([13%](#)).

4

CANADIANS ARE MORE LIKELY TO DISAGREE THAN AGREE THAT THEY WOULD CONSIDER SEEKING OUT MEDICAL TREATMENT ALONG WITH LIFESTYLE MODIFICATIONS TO LOSE WEIGHT

In a scenario where they wanted to lose weight, Canadians are more likely to disagree ([38%](#)) or somewhat disagree ([19%](#)) than agree ([16%](#)) or somewhat agree ([22%](#)) that they would consider seeking out medical treatment along with lifestyle modifications. Younger Canadians aged 18 to 34 are more likely to disagree ([45%](#)) or somewhat disagree ([22%](#)) than older age groups.

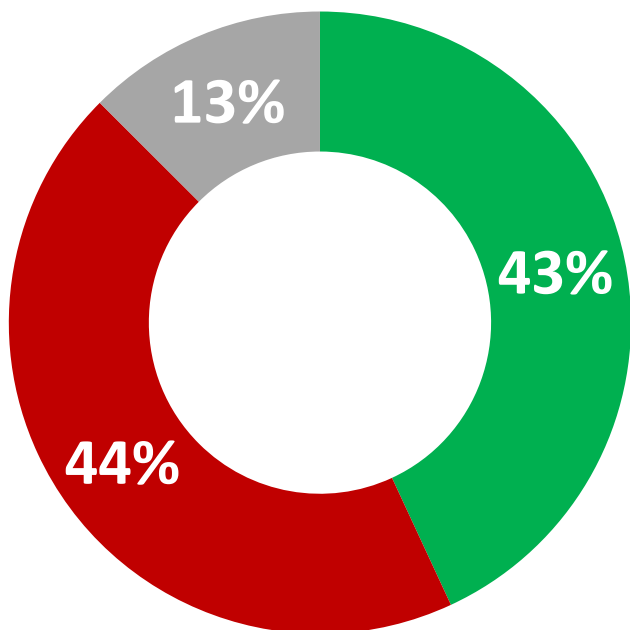
Emotions related to weight loss resolutions

Q – When you hear the words “weight loss resolution”, what emotions come to mind? Please list up to three emotions.

	Frequency (n=1022)
Anger/annoyance/frustration	19.5%
Sadness/unhappy/depression/negative	16.4%
Indifference/neutral/apathy/complacency	14.4%
Hopeful/positive/optimism	13.4%
Does not work/waste of time/impossible/futile	12.7%
Difficult/struggle/hard to do/sacrifice/hopeless	12.5%
Anxiety/nervous/worry/concern	12.0%
Get healthy/exercise/lose weight/discipline	11.1%
Determination/discipline/motivation/encouragement	10.0%
Other	15.5%
Unsure	3.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1022, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Weight loss intentions in 2025



- Yes, I plan on losing weight in 2025
- No, I am not planning on losing weight in 2025
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Yes, I plan on losing weight in 2025				
	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)
	45.2%	42.6%	43.6%	43.5%	40.9%
Men (n=578)	39.0%	47.0%	44.3%	47.5%	38.9%
Women (n=506)	47.0%	39.0%	44.3%	47.5%	38.9%
18 to 34 (n=174)	39.0%	47.0%	44.3%	47.5%	38.9%
35 to 54 (n=384)	39.0%	47.0%	44.3%	47.5%	38.9%
55 plus (n=526)	39.0%	47.0%	44.3%	47.5%	38.9%
	No, I am not planning on losing weight in 2025				
	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)
	42.8%	47.8%	40.9%	45.2%	48.2%
Men (n=578)	48.9%	40.1%	45.8%	38.5%	48.1%
Women (n=506)	48.9%	40.1%	45.8%	38.5%	48.1%
18 to 34 (n=174)	48.9%	40.1%	45.8%	38.5%	48.1%
35 to 54 (n=384)	48.9%	40.1%	45.8%	38.5%	48.1%
55 plus (n=526)	48.9%	40.1%	45.8%	38.5%	48.1%

Q – Do you plan or not plan to lose weight in 2025?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Planned methods for weight loss

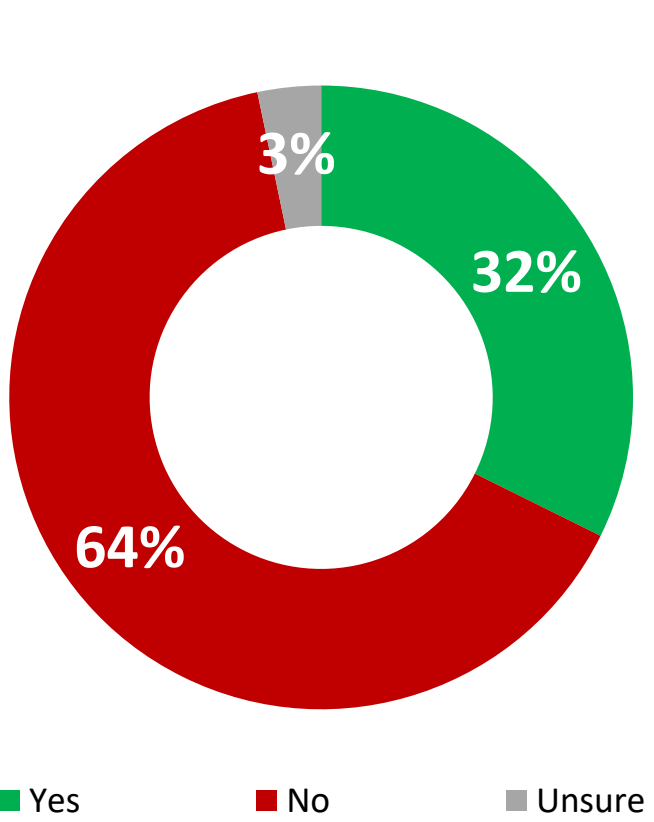
Q – [IF PLANS ON LOSING WEIGHT IN 2025] How are you planning to lose weight in 2025? [OPEN] Please include up to three mentions.

	Frequency (n=459)
Diet/eat better	92.6%
Exercise	80.2%
Medications	6.9%
Monitoring/Setting a plan/Staying disciplined	4.7%
More sleep/Meditation/Mindfulness	4.4%
Manage stress/Mental health	2.6%
Use a subscription-based app (WeightWatchers, Noom)	1.7%
Dietician/Nutritionist	0.8%
Continue what I've been doing	0.7%
Personal trainer	0.4%
Other	7.4%
Unsure	0.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=459, accurate 4.5 percentage points plus or minus, 19 times out of 20.

Past New Years' weight loss resolutions

Q - Have you ever made a weight loss New Years' resolution in the past?



	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Plans on losing weight in 2025 (n=465)
Yes	37.5%	25.7%	35.4%	30.9%	33.9%	48.6%
Men (n=578)		Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	Does not plan on losing weight in 2025 (n=476)
26.2%		38.2%	34.1%	33.0%	30.7%	17.6%
No	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Plans on losing weight in 2025 (n=465)
59.2%		71.4%	61.1%	65.6%	62.8%	46.7%
Men (n=578)		Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	Does not plan on losing weight in 2025 (n=476)
70.4%		58.6%	62.3%	63.9%	66.2%	81.4%

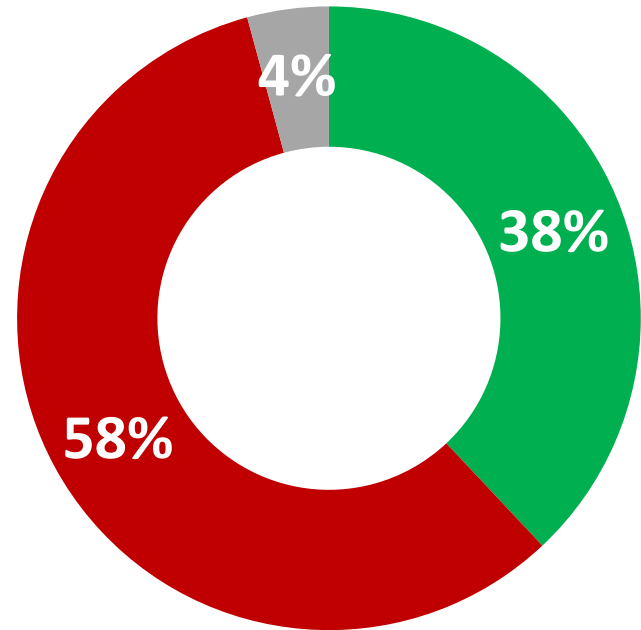
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Achieving weight loss resolutions

Q – [IF HAS MADE A WEIGHT LOSS NEW YEAR’S RESOLUTION IN THE PAST] Did you achieve your weight loss New Years’ resolution the last time you made it?



■ Yes ■ No ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

	Atlantic (n=36)	Quebec (n=61)	Ontario (n=127)	Prairies (n=71)	BC (n=52)	Plans on losing weight in 2025 (n=223)
Yes	29.8%	45.0%	36.3%	40.3%	35.9%	37.0%
	Men (n=150)	Women (n=197)	18 to 34 (n=62)	35 to 54 (n=128)	55 plus (n=157)	Does not plan on losing weight in 2025 (n=84)
	46.6%	32.3%	37.4%	38.5%	38.0%	47.5%
No	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Plans on losing weight in 2025 (n=223)
	70.2%	53.6%	59.6%	54.1%	55.3%	58.9%
	Men (n=150)	Women (n=197)	18 to 34 (n=62)	35 to 54 (n=128)	55 plus (n=157)	Does not plan on losing weight in 2025 (n=84)
	50.3%	62.7%	57.6%	58.7%	57.1%	48.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=347 Canadians who have made a weight loss resolution, accurate 5.2 percentage points plus or minus, 19 times out of 20.

Feelings behind unsuccessful weight loss resolutions

Q – [IF DID NOT ACHIEVE MOST RECENT WEIGHT LOSS RESOLUTION]
How did not achieving your last weight loss New Years' resolution make you feel? [OPEN]

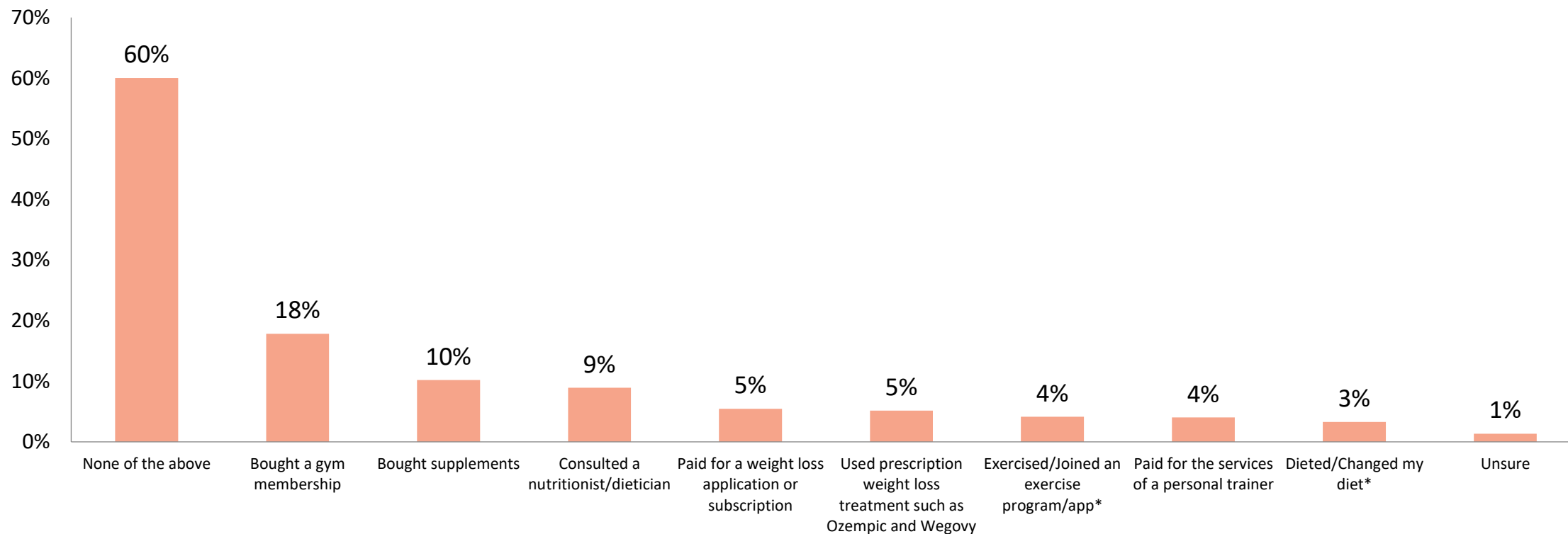


	Frequency (n=189)
Resigned/ready to give up/hopeless/discouraged	14.1%
Indifferent/neutral/no feeling	12.5%
Depressed/Sad	11.8%
Disappointed	10.5%
Frustrated	9.2%
Bad/Awful/Terrible	8.8%
Failure/I failed myself	4.9%
Useless/pathetic/like a loser	4.7%
Wanting more realistic goal setting/different approach	3.5%
Guilt/Shame	3.0%
Fat/Out of shape	2.9%
Positive thinking/trying to move on/move forward	2.4%
Unmotivated	1.1%
Other	9.8%
Unsure	0.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=189
Canadians who have made a weight loss resolution and did not achieve it, accurate 7.1 percentage points plus or minus, 19 times out of 20.

Utilizing weight loss products or services

Q - Have you done any of the following in the past year for the purpose of losing weight? [RANDOMIZE]
(Select all that apply)



*Unprompted answers

**Based on multiple selections

***Top responses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Utilizing weight loss products or services – by demographics

	Total (n=1073)	Atlantic (n=107)	Quebec (n=224)	Ontario (n=371)	Prairies (n=214)	BC (n=157)	Men (n=572)	Women (n=501)	18-34 (n=169)	35-54 (n=383)	55 plus (n=521)	Plans on losing weight in 2025 (n=223)	Does not plan on losing weight in 2025 (n=476)	
TOP RESPONSES	None of the above	60.0%	60.6%	65.8%	57.2%	59.8%	58.5%	62.8%	57.4%	55.7%	58.3%	64.2%	39.1%	78.4%
	Bought a gym membership	17.8%	14.8%	13.4%	19.5%	20.0%	19.1%	17.3%	18.4%	28.3%	18.3%	10.9%	25.9%	10.8%
	Bought supplements	10.2%	7.2%	7.7%	10.7%	13.8%	10.0%	10.6%	9.9%	11.4%	12.8%	7.4%	15.5%	5.4%
	Consulted a nutritionist/dietician	8.9%	17.7%	6.4%	9.6%	8.5%	7.5%	7.6%	10.2%	8.1%	10.8%	8.0%	15.8%	2.7%
	Paid for a weight loss application or subscription	5.5%	1.8%	5.9%	5.9%	5.2%	5.7%	3.4%	7.5%	6.2%	7.3%	3.5%	10.7%	0.7%
	Used prescription weight loss treatment such as Ozempic and Wegovy	5.2%	4.5%	2.1%	8.1%	4.1%	3.8%	3.7%	6.6%	4.1%	5.5%	5.6%	9.4%	1.8%
	Exercised/Joined an exercise program/app*	4.1%	3.6%	3.4%	5.3%	1.3%	6.0%	4.8%	3.5%	1.4%	4.4%	5.6%	5.1%	2.6%
	Paid for the services of a personal trainer	4.0%	3.6%	3.1%	4.2%	3.9%	5.6%	3.1%	5.0%	4.5%	6.0%	2.1%	7.3%	1.5%
	Dieted/Changed my diet*	3.3%	3.6%	-	4.0%	4.4%	5.2%	3.4%	3.2%	1.7%	3.8%	4.0%	4.6%	2.6%
	Unsure	1.4%	1.2%	3.2%	0.5%	0.2%	2.2%	1.2%	1.5%	1.1%	1.3%	1.5%	1.2%	1.4%

*Unprompted answers

**Based on multiple selections

Q - Have you done any of the following in the past year for the purpose of losing weight? [RANDOMIZE] (Select all that apply)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1073, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Emotions associated with prescription weight loss treatments

Q – When you hear the term “prescription weight loss treatment” (such as Ozempic and Wegovy) what emotions come to mind? Please list up to three emotions. [OPEN]



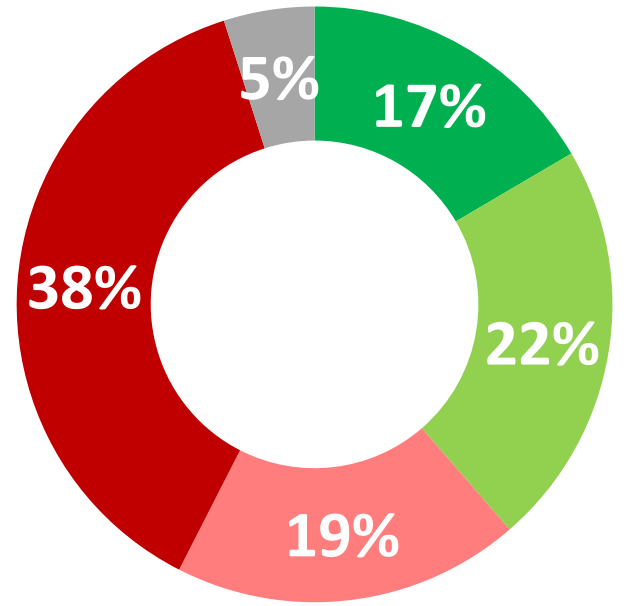
TOP RESPONSES

	Frequency (n=1015)
Fear/scary/anxious/worry/danger/risky	24.4%
Cautious/suspicious/skeptical/concern/apprehensive	16.8%
Anger/frustration/annoyed	13.2%
Excitement/happiness/amazed/good/effective	12.3%
Sad/hopeless/disappointed	10.9%
Doesn't work/disbelief/distrust	10.7%
Safety issues/side effects	9.8%
Hope/hopeful/wishful	8.4%
Expensive/price/waste of money/not covered	7.4%
Curious/interested	6.8%
Negative/wrong/disapproval/shouldn't do it	5.9%
Disgust/disdain/repulse	5.7%
Other	11.6%
Unsure	3.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1015, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Considering medical treatment for weight loss

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement: If I wanted to lose weight, I would consider seeking out medical treatment along with lifestyle modifications.



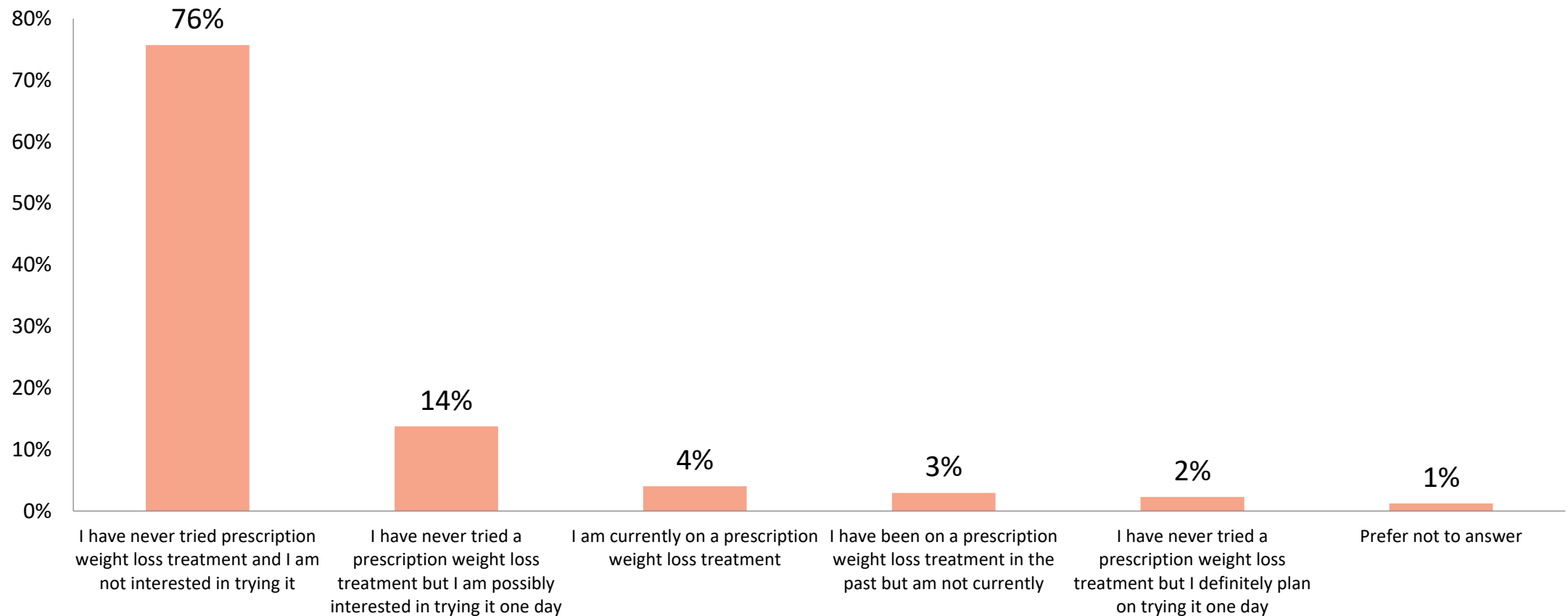
■ Agree ■ Somewhat agree
■ Somewhat disagree ■ Disagree
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Plans on losing weight in 2025 (n=465)
Agree / Somewhat agree	40.6%	34.5%	39.3%	39.3%	41.8%	41.5%
	Men (n=578)	Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	Does not plan on losing weight in 2025 (n=476)
	36.5%	40.6%	28.2%	40.3%	44.1%	36.1%
Disagree / Somewhat disagree	55.9%	60.4%	53.8%	58.5%	55.0%	56.8%
	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Plans on losing weight in 2025 (n=465)
	58.4%	54.6%	66.6%	54.6%	51.3%	57.3%
	Men (n=578)	Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	Does not plan on losing weight in 2025 (n=476)

Current relationship with prescription weight loss treatments

Q - Which of the following statements best describes you when it comes to prescription weight loss treatments such as Ozempic and Wegovy? [RANDOMIZE] (Select one)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Current relationship with prescription weight loss treatments – by demographics

	Total (n=1084)	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)	Men (n=578)	Women (n=506)	18-34 (n=174)	35-54 (n=384)	55 plus (n=526)	Plans on losing weight in 2025 (n=465)	Does not plan on losing weight in 2025 (n=476)
I have never tried prescription weight loss treatment and I am not interested in trying it	75.7%	72.6%	81.1%	71.5%	76.6%	78.8%	76.6%	74.9%	76.2%	71.4%	78.7%	62.3%	88.8%
I have never tried a prescription weight loss treatment but I am possibly interested in trying it one day	13.7%	20.6%	11.1%	14.1%	13.9%	13.7%	14.7%	12.9%	16.9%	13.7%	11.7%	21.0%	6.6%
I am currently on a prescription weight loss treatment	4.0%	2.9%	1.1%	6.1%	3.8%	4.2%	3.7%	4.4%	3.4%	4.3%	4.3%	7.2%	1.6%
I have been on a prescription weight loss treatment in the past but am not currently	3.0%	1.6%	1.6%	4.8%	3.4%	-	1.7%	4.2%	1.6%	4.7%	2.5%	4.9%	0.6%
I have never tried a prescription weight loss treatment but I definitely plan on trying it one day	2.3%	-	2.8%	2.2%	2.0%	3.3%	2.4%	2.2%	1.8%	4.0%	1.2%	3.8%	1.3%
Prefer not to answer	1.2%	2.3%	2.2%	1.3%	0.4%	-	1.0%	1.5%	-	1.8%	1.6%	0.8%	1.2%

Q - Which of the following statements best describes you when it comes to prescription weight loss treatments such as Ozempic and Wegovy? [RANDOMIZE] (Select one)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 4th, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between November 30th and December 4th, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,084 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Felix Health and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Felix Health	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1084 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior* to administering the survey to ensure the integrity of the data. *Confirm if applicable
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, immigration, trade, tax policy, housing and holiday spending.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	By region, age and gender By planning on losing weight in 2025 By weight loss resolution
Field Dates	November 30 th to December 4 th , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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