

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Have you ever been diagnosed with any of the following conditions? Please tick all that apply.

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
After-effects of stroke	4%	1%	4%	3%	4%
Alzheimer's	0%	-	0%	0%	-
Angina	6%	3%	6%	8%	3%
Anxiety	20%	22%	20%	17%	24%
Arthritis	30%	12%	31%	23%	38%
Asthma	18%	10%	18%	15%	21%
Back Pain / Problems (long term)	21%	9%	22%	18%	26%
Cancer	11%	7%	11%	10%	12%
Chronic Obstructive Pulmonary Disease (COPD)	6%	3%	6%	6%	6%
Dementia	0%	0%	0%	0%	0%
Depression	25%	25%	25%	23%	28%
Diabetes	100%	100%	100%	100%	100%

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Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Have you ever been diagnosed with any of the following conditions? Please tick all that apply.

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
After-effects of stroke	4%	-	3%	1%	2%	5%	2%	4%
		*	*			E.H		F
Alzheimer's	0%	-	-	-	-	0%	-	0%
		*	*					
Angina	6%	4%	3%	1%	5%	9%	1%	8%
		E*	*		E.H	D.E.F.H.I		E.F.H
Anxiety	20%	26%	24%	31%	28%	12%	28%	17%
		G*	G*	G.I	G.I		G.I	G
Arthritis	30%	1%	7%	19%	26%	40%	15%	35%
		*	*	C.D.H	C.D.E.H	C.D.E.F.H.I	C.D	C.D.E.F.H
Asthma	18%	16%	14%	21%	18%	17%	19%	17%
		*	*					
Back Pain / Problems (long term)	21%	8%	15%	20%	21%	24%	18%	23%
		*	*		C	C		C
Cancer	11%	1%	5%	5%	8%	16%	5%	13%
		*	*			C.D.E.F.H.I		C.D.E.F.H
Chronic Obstructive Pulmonary Disease (COPD)	6%	-	0%	1%	4%	9%	1%	8%
		*	*		H	C.D.E.F.H.I		C.D.E.F.H
Dementia	0%	4%	-	0%	0%	0%	0%	0%
		E.F.G.H.I*	*					
Depression	25%	27%	31%	34%	37%	16%	33%	23%
		*	G*	G.I	G.I		G.I	G
Diabetes	100%	100%	100%	100%	100%	100%	100%	100%
		*	*					

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Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Have you ever been diagnosed with any of the following conditions? Please tick all that apply.

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
After-effects of stroke	4%	3%	3%	4%	3%	7%	5%	3%	2%	3%
		*			*	Q				
Alzheimer's	0%	-	-	-	-	-	1%	-	-	-
		*			*		V			
Angina	6%	7%	8%	8%	7%	9%	1%	5%	7%	7%
		O*	O	O	O*	O		O	O	O
Anxiety	20%	19%	26%	17%	22%	15%	16%	17%	22%	27%
		*	N.T		*					N.O.T
Arthritis	30%	28%	30%	25%	33%	24%	36%	18%	33%	31%
		*	P		P*		N.P.V		P	P
Asthma	18%	20%	16%	17%	20%	17%	23%	15%	21%	13%
		*			*		S		S	
Back Pain / Problems (long term)	21%	21%	28%	13%	20%	16%	26%	19%	23%	25%
		*	L.N.T		*		L.T		L.T	L.T
Cancer	11%	7%	14%	7%	17%	10%	13%	10%	11%	15%
		*			L.T*					
Chronic Obstructive Pulmonary Disease (COPD)	6%	7%	4%	8%	6%	7%	12%	2%	5%	5%
		*		P	*		K.P.Q.T.V			
Dementia	0%	-	0%	-	-	1%	-	1%	-	-
		*			*					
Depression	25%	19%	27%	30%	27%	18%	25%	22%	26%	29%
		*		N	*					N
Diabetes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		*			*					

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### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Have you ever been diagnosed with any of the following conditions? Please tick all that apply.

Unweighted base	1608	73	114	22	1399
<b>Base: All</b>	<b>1608</b>	<b>69</b>	<b>105</b>	<b>25</b>	<b>1409</b>
After-effects of stroke	4%	3%	3%	-	4%
		*	*	**	
Alzheimer's	0%	-	-	-	0%
		*	*	**	
Angina	6%	3%	4%	-	6%
		*	*	**	O
Anxiety	20%	17%	14%	30%	20%
		*	*	**	
Arthritis	30%	44%	34%	21%	29%
		L.N.P.V*	P*	**	P
Asthma	18%	9%	15%	27%	18%
		*	*	**	
Back Pain / Problems (long term)	21%	28%	13%	21%	22%
		L.T*	*	**	L.T
Cancer	11%	12%	7%	-	12%
		*	*	**	
Chronic Obstructive Pulmonary Disease (COPD)	6%	5%	3%	2%	6%
		*	*	**	P
Dementia	0%	-	0%	-	0%
		*	*	**	
Depression	25%	23%	23%	48%	25%
		*	*	**	
Diabetes	100%	100%	100%	100%	100%
		*	*	**	

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	Total	Type of Diabetes		Gender	
		Type 1	Type 2	Male	Female
		AR	AS	A	B
Have you ever been diagnosed with any of the following conditions? Please tick all that apply. (continued)					
Drug or Alcohol Dependency	1%	2%	1%	2%	1%
Hearing Loss/ Deafness	15%	5%	15% AR	17% B	12%
Heart Condition / Chronic Heart Disease	13%	7%	13% AR	16% B	9%
High Blood pressure / Hypertension	54%	25%	56% AR	56%	51%
Kidney Condition	9%	6%	9%	9%	8%
Learning Disability	1%	2%	1%	1%	1%
Liver Condition	7%	3%	7% AR	8%	6%
Loss of Voice/ Speech Impairment	1%	-	1%	0%	1%
ME / Chronic Fatigue	4%	3%	4%	2%	6% A
Multiple Sclerosis	1%	1%	1%	0%	1%
Parkinson Disease	0%	0%	0%	0%	0%
Restricted Mobility	15%	9%	16% AR	13%	18% A
Sight Loss / Blindness	3%	4%	3%	3%	3%
None of the above	-	-	-	-	-
Prefer not to say	-	-	-	-	-
Net: Any health condition other than Diabetes	84%	60%	86% AR	83%	86%

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YouGov

	Total	Age						
		18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
		C	D	E	F	G	H	I
Have you ever been diagnosed with any of the following conditions? Please tick all that apply. (continued)								
Drug or Alcohol Dependency	1%	1% *	3% *	3% G.I	2% G.I	1%	3% G.I	1% G
Hearing Loss/ Deafness	15%	4% *	4% *	5% D.E.H	11% D.E.H	21% C.D.E.F.H.I	5%	18% C.D.E.F.H
Heart Condition / Chronic Heart Disease	13%	1% *	7% *	5% C.E.H	10% C.E.H	18% C.D.E.F.H.I	5%	16% C.D.E.F.H
High Blood pressure / Hypertension	54%	9% *	23% C*	44% C.D.H	54% C.D.E.H	64% C.D.E.F.H.I	37% C.D	61% C.D.E.F.H
Kidney Condition	9%	1% *	4% *	7% C.D.F.H.I	6% C.D.F.H.I	11% C.D.F.H.I	6%	10% C.F
Learning Disability	1%	6% E.F.G.I*	5% E.F.G.I*	1%	1%	0%	2% E.G.I	1%
Liver Condition	7%	8% *	6% *	8%	8%	6%	8%	6%
Loss of Voice/ Speech Impairment	1%	4% D.E.F.G.H.I*	- *	0%	0%	0%	0%	0%
ME / Chronic Fatigue	4%	1% *	5% *	8% F.G.I	4%	2%	7% G.I	3%
Multiple Sclerosis	1%	2% *	0% *	1%	1%	1%	1%	1%
Parkinson Disease	0%	- *	1% I*	-	0%	0%	0% E	0%
Restricted Mobility	15%	9% *	10% *	14%	15%	17%	13%	16%
Sight Loss / Blindness	3%	- *	4% *	3%	4%	3%	3%	3%
None of the above	-	- *	- *	-	-	-	-	-
Prefer not to say	-	- *	- *	-	-	-	-	-
Net: Any health condition other than Diabetes	84%	59% *	58% *	77% C.D.H	85% C.D.E.H	91% C.D.E.F.H.I	71% D	89% C.D.E.F.H

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Have you ever been diagnosed with any of the following conditions? Please tick all that apply. (continued)	Total	Region (England only)								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		J	K	L	M	N	O	P	Q	R
Drug or Alcohol Dependency	1%	- *	1%	1%	4% *	1%	2%	1%	2%	3%
Hearing Loss/ Deafness	15%	24% M.P.V*	15% P	13%	12% *	13%	19% P	8%	15% P	16% P
Heart Condition / Chronic Heart Disease	13%	12% *	13%	11%	12% *	13%	17%	11%	15%	13%
High Blood pressure / Hypertension	54%	66% L.M.P.Q.T.V*	58%	49%	50% *	57%	56%	52%	52%	56%
Kidney Condition	9%	16% K.M.T.V*	7%	11%	4% *	10%	9%	8%	8%	9%
Learning Disability	1%	- *	1%	1%	- *	-	0% N.O.V	3%	1%	0%
Liver Condition	7%	6% *	8%	5%	6% *	5%	10%	10%	6%	7%
Loss of Voice/ Speech Impairment	1%	- *	2%	1%	- *	1%	-	-	1%	1%
ME / Chronic Fatigue	4%	- *	1%	4%	5% P*	4%	5% P	1%	3%	6% J.K.P
Multiple Sclerosis	1%	- *	-	1%	- *	-	1%	0%	0%	0%
Parkinson Disease	0%	- *	-	-	1% *	-	1%	-	-	-
Restricted Mobility	15%	15% *	18%	15%	15% *	11%	17%	15%	16%	15%
Sight Loss / Blindness	3%	2% *	5%	4%	4% *	1%	6%	2%	2%	2%
None of the above	-	- *	-	-	- *	-	-	-	-	-
Prefer not to say	-	- *	-	-	- *	-	-	-	-	-
Net: Any health condition other than Diabetes	84%	84% *	86%	84%	83% *	80%	90% N.P	81%	85%	86%

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Fieldwork Dates: 31st March - 17th April 2025



YouGov®

	Total	Region (Nation)			
		Wales	Scotland	Northern Ireland	Net: England
		S	T	U	V
Have you ever been diagnosed with any of the following conditions? Please tick all that apply. (continued)					
Drug or Alcohol Dependency	1%	0% *	1% *	- **	2%
Hearing Loss/ Deafness	15%	12% *	16% *	18% **	15% P
Heart Condition / Chronic Heart Disease	13%	12% *	9% *	- **	13%
High Blood pressure / Hypertension	54%	54% *	45% *	57% **	55%
Kidney Condition	9%	5% *	6% *	10% **	9%
Learning Disability	1%	5% M.N.O.R.T.V*	- *	4% **	1%
Liver Condition	7%	3% *	7% *	- **	7%
Loss of Voice/ Speech Impairment	1%	- *	- *	- **	1%
ME / Chronic Fatigue	4%	10% J.K.P.Q.V*	6% J.K.P*	13% **	3% P
Multiple Sclerosis	1%	4% K.N.Q.R.V*	4% K.N.P.Q.R.V*	- **	0%
Parkinson Disease	0%	- *	- *	- **	0%
Restricted Mobility	15%	20% *	13% *	14% **	15%
Sight Loss / Blindness	3%	3% *	2% *	4% **	3%
None of the above	-	- *	- *	- **	-
Prefer not to say	-	- *	- *	- **	-
Net: Any health condition other than Diabetes	84%	86% *	80% *	86% **	84%



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Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

What type of diabetes have you been diagnosed with?

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
Type 1 diabetes	8%	100% AS	-	8%	8%
Type 2 diabetes	92%	-	100% AR	92%	92%
Gestational diabetes	-	-	-	-	-
Another type of diabetes	-	-	-	-	-
Prefer not to say	-	-	-	-	-

How long is it since you were diagnosed with diabetes?

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
Less than 12 months	4%	1%	4% AR	4%	4%
1-5 years	29%	15%	30% AR	28%	29%
6-10 years	22%	6%	23% AR	23%	21%
11-20 years	27%	21%	28% AR	26%	28%
More than 20 years	17%	56% AS	14%	18%	17%
Don't know	0%	-	0%	0%	0%
Prefer not to say	0%	-	0%	-	0%
Skipped	0%	1%	0%	0%	1%

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Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

What type of diabetes have you been diagnosed with?

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Type 1 diabetes	8%	65%	20%	11%	6%	3%	14%	4%
		D.E.F.G.H.I*	F.G.I*	F.G.I	G.I		E.F.G.I	G
Type 2 diabetes	92%	35%	80%	89%	94%	97%	86%	96%
		*	C*	C.H	C.D.E.H	C.D.E.F.H.I	C	C.D.E.F.H
Gestational diabetes	-	-	-	-	-	-	-	-
		*	*					
Another type of diabetes	-	-	-	-	-	-	-	-
		*	*					
Prefer not to say	-	-	-	-	-	-	-	-
		*	*					

How long is it since you were diagnosed with diabetes?

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Less than 12 months	4%	1%	8%	7%	3%	3%	8%	3%
		*	F.G.I*	F.G.I			F.G.I	
1-5 years	29%	42%	46%	35%	34%	21%	39%	25%
		G.I*	F.G.I*	G.I	G.I		E.G.I	G
6-10 years	22%	22%	23%	19%	24%	22%	20%	22%
		*	*					
11-20 years	27%	24%	6%	26%	26%	31%	20%	29%
		D*	*	D.H	D	D.H	D	D.H
More than 20 years	17%	10%	15%	11%	12%	23%	13%	19%
		*	*			C.E.F.H.I		E.F.H
Don't know	0%	-	-	-	1%	0%	-	0%
		*	*					
Prefer not to say	0%	-	-	-	0%	-	-	0%
		*	*					
Skipped	0%	1%	0%	1%	0%	0%	1%	0%
		*	*					

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Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

What type of diabetes have you been diagnosed with?

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Type 1 diabetes	8%	7% *	10%	8%	7% *	8%	8%	7%	6%	9%
Type 2 diabetes	92%	93% *	90%	92%	93% *	92%	92%	93%	94%	91%
Gestational diabetes	-	- *	-	-	- *	-	-	-	-	-
Another type of diabetes	-	- *	-	-	- *	-	-	-	-	-
Prefer not to say	-	- *	-	-	- *	-	-	-	-	-

How long is it since you were diagnosed with diabetes?

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Less than 12 months	4%	1% *	4%	8% P	5% *	5%	4%	2%	4%	5%
1-5 years	29%	31% *	29%	26%	29% *	26%	25%	28%	28%	33%
6-10 years	22%	21% *	20%	24%	23% *	23%	18%	27%	23%	22%
11-20 years	27%	28% *	28%	28%	24% *	32% R	33% R	25%	25%	19%
More than 20 years	17%	15% *	19%	15%	18% *	13%	18%	19%	19%	19%
Don't know	0%	- *	-	-	- *	-	1%	-	1%	1%
Prefer not to say	0%	1% V*	-	-	- *	-	-	-	-	-
Skipped	0%	1% *	-	-	2% *	-	1%	-	1%	0%

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Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

What type of diabetes have you been diagnosed with?

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Type 1 diabetes	8%	9%	11%	4%	8%
		*	*	**	
Type 2 diabetes	92%	91%	89%	96%	92%
		*	*	**	
Gestational diabetes	-	-	-	-	-
		*	*	**	
Another type of diabetes	-	-	-	-	-
		*	*	**	
Prefer not to say	-	-	-	-	-
		*	*	**	

How long is it since you were diagnosed with diabetes?

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Less than 12 months	4%	6%	2%	-	4%
		*	*	**	
1-5 years	29%	30%	30%	37%	28%
		*	*	**	
6-10 years	22%	20%	20%	16%	22%
		*	*	**	
11-20 years	27%	21%	31%	40%	27%
		*	*	**	
More than 20 years	17%	24%	15%	7%	18%
		*	*	**	
Don't know	0%	-	1%	-	0%
		*	*	**	
Prefer not to say	0%	-	-	-	0%
		*	*	**	
Skipped	0%	-	0%	-	0%
		*	*	**	

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Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Which, if any, of the following do you use to manage your diabetes? Please select all that apply.

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
Diet	61%	36%	63%	63%	59%
Exercise	37%	28%	37%	39%	34%
Tablets (e.g. metformin)	74%	24%	78%	77%	70%
Insulin	19%	89%	13%	19%	19%
Other	6%	2%	6%	5%	7%
None of the above	1%	0%	1%	1%	2%
Prefer not to say	0%	-	0%	0%	1%
Net: Any	99%	100%	99%	99%	98%

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Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Which, if any, of the following do you use to manage your diabetes? Please select all that apply.

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Diet	61%	46% *	55% *	59%	62% C	63% C	58%	63% C
Exercise	37%	47% G*	40% *	39%	40% G.I	33%	39%	35%
Tablets (e.g. metformin)	74%	55% *	67% *	75% C	78% C.D	73% C	72% C	75% C
Insulin	19%	71% D.E.F.G.H.I*	29% F.G.I*	23% F.G.I	14%	16%	25% F.G.I	15%
Other	6%	3% *	5% *	5%	7%	6%	5%	6%
None of the above	1%	- *	- *	2%	1%	1%	1%	1%
Prefer not to say	0%	- *	1% *	1%	0%	0%	1%	0%
Net: Any	99%	100% *	99% *	98%	99%	99%	98%	99%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Which, if any, of the following do you use to manage your diabetes? Please select all that apply.

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Diet	61%	64% *	63%	61%	60% *	53%	57%	59%	65% N	68% N
Exercise	37%	34% *	35%	34%	41% *	30%	33%	53%	35%	38%
Tablets (e.g. metformin)	74%	54% *	79%	72% J	68% *	77%	79%	80% J.K.L.N.O.Q.R.T.V	78% J.R	63%
Insulin	19%	23% *	18%	14%	16% *	18%	24% L	24% L	21%	17%
Other	6%	4% *	4%	4%	4% *	7%	2%	7%	10% K.O.T.V	8% O
None of the above	1%	1% *	2%	1%	- *	1%	1%	1%	1%	1%
Prefer not to say	0%	1% *	-	-	- *	-	1%	1%	-	-
Net: Any	99%	97% *	98%	99%	100% *	99%	98%	98%	99%	99%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Which, if any, of the following do you use to manage your diabetes? Please select all that apply.

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Diet	61%	75%	56%	41%	61%
		N.O.P.T.V*	*	**	
Exercise	37%	39%	31%	19%	37%
		*	*	**	
Tablets (e.g. metformin)	74%	74%	72%	66%	74%
		J*	J*	**	J.R
Insulin	19%	17%	16%	14%	20%
		*	*	**	
Other	6%	5%	3%	4%	6%
		*	*	**	O
None of the above	1%	-	2%	4%	1%
		*	*	**	
Prefer not to say	0%	-	-	-	0%
		*	*	**	
Net: Any	99%	100%	98%	96%	99%
		*	*	**	



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

We're now going to briefly describe some people. Please read each description and tell us how much each person is, or is not, like you.

They sometimes feel overwhelmed by the impact of their diabetes

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
Very much like me	7%	25%	6%	5%	10%
		AS			A
Like me	11%	21%	10%	10%	13%
		AS			
Somewhat like me	13%	17%	13%	11%	15%
		AS			
A little like me	15%	11%	15%	14%	15%
Not like me	30%	15%	32%	33%	26%
			AR	B	
Not like me at all	21%	11%	22%	24%	17%
			AR	B	
Prefer not to say	1%	0%	1%	1%	1%
Skipped	2%	1%	2%	1%	2%
Net: Very much like me/like me	19%	45%	16%	15%	24%
		AS			A
Net: Somewhat like me/a little like me	28%	28%	28%	25%	30%
Net: Not like me/not like me at all	52%	26%	54%	58%	44%
			AR	B	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

We're now going to briefly describe some people. Please read each description and tell us how much each person is, or is not, like you.

They sometimes feel overwhelmed by the impact of their diabetes

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Very much like me	7%	27%	14%	10%	9%	3%	12%	5%
		D.E.F.G.H.I*	G.I*	G.I	G.I		G.I	G
Like me	11%	38%	18%	17%	12%	7%	18%	8%
		D.E.F.G.H.I*	G.I*	G.I	G.I		F.G.I	G
Somewhat like me	13%	20%	17%	16%	15%	10%	16%	12%
		G*	*	G	G.I		G.I	
A little like me	15%	3%	16%	14%	18%	14%	15%	15%
		*	C*	C	C		C	C
Not like me	30%	10%	28%	27%	26%	35%	27%	32%
		*	C*	C	C	C.E.F.H.I	C	C.F
Not like me at all	21%	2%	6%	13%	18%	29%	10%	25%
		*	*	C.H	C.D.H	C.D.E.F.H.I		C.D.E.F.H
Prefer not to say	1%	-	-	1%	1%	1%	1%	1%
		*	*					
Skipped	2%	-	1%	2%	2%	2%	2%	2%
		*	*					
Net: Very much like me/like me	19%	65%	32%	28%	21%	10%	29%	13%
		D.E.F.G.H.I*	F.G.I*	G.I	G.I		F.G.I	G
Net: Somewhat like me/a little like me	28%	23%	33%	30%	33%	24%	31%	27%
		*	*		G.I		G	G
Net: Not like me/not like me at all	52%	12%	34%	40%	44%	63%	38%	57%
		*	C*	C	C	C.D.E.F.H.I	C	C.D.E.F.H

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

We're now going to briefly describe some people. Please read each description and tell us how much each person is, or is not, like you.

They sometimes feel overwhelmed by the impact of their diabetes

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Very much like me	7%	11% *	5%	10%	7% *	5%	7%	8%	6%	7%
Like me	11%	5% *	18% J.L.Q.V	8%	16% J*	11%	11%	12%	10%	11%
Somewhat like me	13%	22% K.L.O.V*	8%	8%	11% *	17% K.L.O	8%	16% K.L.O	14%	16%
A little like me	15%	17% *	15%	11%	10% *	16%	16%	17%	15%	15%
Not like me	30%	15% *	27%	37% J.R	43% J.K.P.R.S.T.V*	31% J	36% J.R	28% J	31% J	22%
Not like me at all	21%	26% M*	25% M	23% M	11% *	17%	19%	17%	21% M	29% M.N.P.V
Prefer not to say	1%	3% Q*	1%	1%	- *	1%	-	2% Q	-	-
Skipped	2%	1% *	1%	2%	2% *	1%	2%	0%	3%	1%
Net: Very much like me/like me	19%	16% *	23%	18%	23% *	16%	19%	19%	16%	18%
Net: Somewhat like me/a little like me	28%	39% K.L.M.O.V*	23%	18%	21% *	34% K.L.M	24%	34% K.L.M	29% L	31% L
Net: Not like me/not like me at all	52%	41% *	52%	61% J.P.S.V	54% *	48%	55%	45%	53%	51%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

We're now going to briefly describe some people. Please read each description and tell us how much each person is, or is not, like you.

They sometimes feel overwhelmed by the impact of their diabetes

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Very much like me	7%	11% *	10% *	3% **	7%
Like me	11%	9% *	11% *	9% **	11%
Somewhat like me	13%	13% *	15% *	5% **	13%
A little like me	15%	21% *	10% *	11% **	15%
Not like me	30%	23% *	27% *	51% **	31%
Not like me at all	21%	20% *	26% M*	21% **	21% M
Prefer not to say	1%	0% *	- *	- **	1%
Skipped	2%	2% *	3% *	- **	2%
Net: Very much like me/like me	19%	20% *	20% *	12% **	18%
Net: Somewhat like me/a little like me	28%	35% L*	24% *	16% **	28% L
Net: Not like me/not like me at all	52%	43% *	53% *	72% **	51%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### They know where to get help to manage their diabetes

Unweighted base	1608	426	1182	906	702
<b>Base: All</b>	1608	129	1479	899	709
Very much like me	29%	31%	28%	27%	30%
Like me	39%	44%	38%	41%	36%
Somewhat like me	16%	14%	16%	15%	16%
A little like me	9%	8%	10%	9%	10%
Not like me	4%	2%	4%	4%	4%
Not like me at all	2%	1%	2%	2%	1%
Prefer not to say	1%	0%	1%	0%	1%
Skipped	1%	1%	2%	2%	1%
Net: Very much like me/like me	67%	74%	67%	68%	66%
Net: Somewhat like me/a little like me	25%	21%	25%	24%	26%
Net: Not like me/not like me at all	6%	3%	6%	6%	6%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### They know where to get help to manage their diabetes

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Very much like me	29%	31%	27%	25%	26%	31%	26%	29%
		*	*					F
Like me	39%	47%	32%	34%	38%	41%	34%	40%
		*	*			H		
Somewhat like me	16%	13%	20%	17%	17%	14%	18%	15%
		*	*					
A little like me	9%	4%	11%	10%	11%	9%	10%	9%
		*	*					
Not like me	4%	5%	5%	9%	3%	2%	8%	3%
		*	*	F.G.I			F.G.I	
Not like me at all	2%	-	4%	2%	2%	1%	3%	1%
		*	*					
Prefer not to say	1%	-	-	1%	1%	1%	0%	1%
		*	*					
Skipped	1%	-	1%	1%	2%	2%	1%	2%
		*	*					
Net: Very much like me/like me	67%	78%	59%	60%	63%	72%	59%	69%
		D.E.F.H*	*			D.E.F.H.I		D.E.F.H
Net: Somewhat like me/a little like me	25%	17%	31%	28%	29%	22%	29%	24%
		*	*		G.I		G	
Net: Not like me/not like me at all	6%	5%	9%	11%	5%	4%	11%	4%
		*	G.I*	F.G.I			F.G.I	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### They know where to get help to manage their diabetes

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Very much like me	29%	30%	26%	27%	26%	24%	23%	28%	33%	32%
		*			*			O		
Like me	39%	31%	43%	44%	30%	38%	36%	40%	40%	41%
		*	M.S	M.S	*					
Somewhat like me	16%	21%	17%	13%	23%	23%	18%	15%	12%	11%
		Q*			L.Q.R.T*	L.Q.R.T.V				
A little like me	9%	10%	4%	11%	13%	6%	13%	8%	7%	13%
		*		K	K*		K			K
Not like me	4%	2%	6%	2%	5%	5%	4%	4%	4%	2%
		*			*					
Not like me at all	2%	2%	3%	-	1%	2%	2%	2%	2%	0%
		*			*					
Prefer not to say	1%	1%	1%	0%	-	-	2%	1%	-	-
		*			*					
Skipped	1%	3%	0%	3%	1%	1%	3%	1%	2%	1%
		*			*					
Net: Very much like me/like me	67%	60%	70%	71%	56%	62%	59%	68%	74%	73%
		*	M	M.O	*				J.M.N.O.V	M.O
Net: Somewhat like me/a little like me	25%	32%	21%	24%	37%	29%	31%	23%	18%	24%
		Q.T*			K.P.Q.T.V*	Q	Q.T			
Net: Not like me/not like me at all	6%	4%	9%	2%	6%	7%	6%	6%	6%	2%
		*	L.R		*					

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

They know where to get help to manage their diabetes

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Very much like me	29%	35%	32%	26%	28%
		*	*	**	
Like me	39%	27%	41%	49%	39%
		*	*	**	
Somewhat like me	16%	12%	11%	13%	16%
		*	*	**	Q
A little like me	9%	19%	7%	11%	9%
		K.N.P.Q.T.V*		**	K
Not like me	4%	6%	4%	-	4%
		*	*	**	
Not like me at all	2%	1%	4%	-	2%
		*	L*	**	
Prefer not to say	1%	-	1%	-	1%
		*	*	**	
Skipped	1%	-	1%	-	2%
		*	*	**	
Net: Very much like me/like me	67%	63%	73%	75%	67%
		*	M.O*	**	M.O
Net: Somewhat like me/a little like me	25%	30%	18%	25%	25%
		*	*	**	Q
Net: Not like me/not like me at all	6%	7%	7%	-	6%
		*	*	**	



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### They take great care of their own mental health

Unweighted base	1608	426	1182	906	702
Base: All	1608	129	1479	899	709
Very much like me	19%	13%	19%	20%	17%
			AR		
Like me	28%	29%	27%	27%	29%
Somewhat like me	22%	28%	21%	20%	23%
		AS			
A little like me	15%	14%	15%	14%	15%
Not like me	11%	11%	11%	11%	11%
Not like me at all	4%	4%	4%	5%	3%
Prefer not to say	1%	1%	1%	1%	1%
Skipped	2%	1%	2%	2%	2%
Net: Very much like me/like me	46%	42%	47%	47%	46%
Net: Somewhat like me/a little like me	36%	42%	36%	35%	38%
		AS			
Net: Not like me/not like me at all	15%	15%	15%	16%	13%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### They take great care of their own mental health

Unweighted base	1608	74	136	270	426	702	406	1128
Base: All	1608	50	123	239	374	822	362	1196
Very much like me	19%	19%	9%	14%	13%	24%	12%	21%
		*	*			D.E.F.H.I		D.E.F.H
Like me	28%	43%	32%	24%	24%	29%	26%	27%
		E.F.G.H.I*	*					F
Somewhat like me	22%	16%	25%	22%	24%	20%	23%	21%
		*	*					
A little like me	15%	8%	12%	17%	17%	14%	16%	15%
		*	*					
Not like me	11%	5%	17%	16%	15%	7%	16%	10%
		*	G.I*	G.I	G.I		C.G.I	G
Not like me at all	4%	7%	3%	6%	5%	2%	5%	3%
		G*	*	G	G.I		G	G
Prefer not to say	1%	1%	-	1%	1%	1%	1%	1%
		*	*					
Skipped	2%	-	1%	1%	1%	3%	1%	2%
		*	*					
Net: Very much like me/like me	46%	62%	41%	37%	36%	53%	39%	48%
		D.E.F.H*	*			D.E.F.H.I		E.F.H
Net: Somewhat like me/a little like me	36%	25%	37%	39%	41%	34%	38%	36%
		*	*		C.G.I			
Net: Not like me/not like me at all	15%	12%	20%	22%	20%	9%	21%	13%
		*	G.I*	G.I	G.I		G.I	G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### They take great care of their own mental health

Unweighted base	1608	86	182	135	108	147	165	182	243	151
Base: All	1608	86	179	137	116	147	169	177	249	149
Very much like me	19%	18% *	21%	14%	15% *	18%	20%	21%	19%	20%
Like me	28%	34% O*	26%	22%	27% *	25%	21%	32% O	34% L.O.V	24%
Somewhat like me	22%	21% *	18%	19%	25% *	23%	25%	18%	18%	20%
A little like me	15%	10% *	12%	18%	19% *	20% T	14%	14%	13%	20% T
Not like me	11%	7% *	14%	15% T	10% *	10%	10%	10%	11%	11%
Not like me at all	4%	6% *	4%	6%	3% *	2%	5%	3%	3%	2%
Prefer not to say	1%	1% *	2%	0%	- *	-	4% N.Q.V	2% Q	-	1%
Skipped	2%	2% *	2%	5% O.P.V	1% *	2%	1%	-	3% P	2%
Net: Very much like me/like me	46%	52% L*	48%	36%	43% *	44%	41%	53% L.O	53% L.O	44%
Net: Somewhat like me/a little like me	36%	31% *	31%	37%	44% K.Q*	43%	39%	32%	31%	40%
Net: Not like me/not like me at all	15%	14% *	18%	21% V	13% *	12%	15%	13%	14%	12%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### They take great care of their own mental health

Unweighted base	1608	73	114	22	1399
Base: All	1608	69	105	25	1409
Very much like me	19%	12%	24%	13%	19%
		*	*	**	
Like me	28%	27%	29%	28%	28%
		*	*	**	
Somewhat like me	22%	29%	25%	40%	21%
		*	*	**	
A little like me	15%	12%	9%	6%	15%
		*	*	**	
Not like me	11%	16%	6%	13%	11%
		T*	*	**	
Not like me at all	4%	3%	5%	-	4%
		*	*	**	
Prefer not to say	1%	0%	-	-	1%
		*	*	**	
Skipped	2%	-	1%	-	2%
		*	*	**	P
Net: Very much like me/like me	46%	39%	53%	41%	46%
		*	L*	**	L
Net: Somewhat like me/a little like me	36%	41%	35%	46%	36%
		*	*	**	
Net: Not like me/not like me at all	15%	19%	11%	13%	15%
		*	*	**	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

The following statements are about stigma and type 1 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people make unfair assumptions about what I can and cannot do because of my type 1 diabetes

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	5%	5%	- **	5%	4%
Disagree	12%	12%	- **	17% B	6%
Unsure	9%	9%	- **	9%	9%
Agree	44%	44%	- **	43%	46%
Strongly agree	30%	30%	- **	26%	35%
Net: Disagree	17%	17%	- **	22% B	10%
Net: Agree	74%	74%	- **	69% A	81%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

The following statements are about stigma and type 1 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people make unfair assumptions about what I can and cannot do because of my type 1 diabetes

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	5%	1% *	6% *	7% *	4% *	7% *	7%	5%
Disagree	12%	11% *	10% *	9% *	15% *	15% *	9%	15%
Unsure	9%	4% *	3% *	12% D.H*	16% C.D*	12% D*	8% D	14% C.D
Agree	44%	46% *	46% *	41% *	43% *	46% *	43%	44%
Strongly agree	30%	38% G.I*	36% G.I*	31% *	23% *	19% *	33% G.I	21%
Net: Disagree	17%	12% *	15% *	16% *	19% *	22% *	16%	20%
Net: Agree	74%	84% F.G.I*	82% F.G.I*	72% *	66% *	65% *	76% I	65%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

The following statements are about stigma and type 1 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people make unfair assumptions about what I can and cannot do because of my type 1 diabetes

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	5%	13% **	6% *	4% *	- **	3% **	8% *	3% **	7% *	5% *
Disagree	12%	4% **	12% *	2% *	9% **	34% **	6% *	12% **	8% *	6% *
Unsure	9%	11% **	9% *	9% *	8% **	7% **	11% *	6% **	9% *	10% *
Agree	44%	56% **	58% T*	43% *	26% **	33% **	43% *	60% **	43% *	52% *
Strongly agree	30%	16% **	15% *	42% K*	57% **	24% **	33% *	20% **	34% K*	28% *
Net: Disagree	17%	17% **	18% *	6% *	9% **	36% **	14% *	14% **	14% *	11% *
Net: Agree	74%	72% **	73% *	85% *	83% **	57% **	75% *	80% **	77% *	79% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

The following statements are about stigma and type 1 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people make unfair assumptions about what I can and cannot do because of my type 1 diabetes

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	5%	3% **	3% *	- **	5%
Disagree	12%	13% **	23% L.Q.R.V*	- **	11%
Unsure	9%	20% **	7% *	- **	9%
Agree	44%	22% **	34% *	35% **	47%
Strongly agree	30%	42% **	34% *	65% **	29% K
Net: Disagree	17%	16% **	26% L*	- **	16%
Net: Agree	74%	64% **	67% *	100% **	76%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

To avoid negative reactions, I don't tell people I have type 1 diabetes

Unweighted base	414	414	-	230	184
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	54
Strongly disagree	23%	23%	- **	24%	21%
Disagree	34%	34%	- **	31%	38%
Unsure	8%	8%	- **	7%	10%
Agree	25%	25%	- **	26%	23%
Strongly agree	9%	9%	- **	11%	7%
Net: Disagree	57%	57%	- **	56%	59%
Net: Agree	34%	34%	- **	37%	31%

Some people see me as a lesser person because I have type 1 diabetes

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	19%	19%	- **	21%	16%
Disagree	27%	27%	- **	27%	28%
Unsure	30%	30%	- **	30%	31%
Agree	17%	17%	- **	15%	19%
Strongly agree	7%	7%	- **	7%	6%
Net: Disagree	46%	46%	- **	48%	44%
Net: Agree	23%	23%	- **	22%	25%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

To avoid negative reactions, I don't tell people I have type 1 diabetes

Unweighted base	414	61	67	86	98	102	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	23%	16% *	23% *	22% *	27% *	30% C*	23%	28%
Disagree	34%	36% *	29% *	31% *	34% *	41% *	30%	37%
Unsure	8%	5% *	13% *	10% *	8% *	7% *	11%	8%
Agree	25%	36% D.G.H.I*	19% *	24% *	23% *	20% *	21%	21%
Strongly agree	9%	7% *	16% G.I*	13% G.I*	8% *	2% *	14% G.I	5% G
Net: Disagree	57%	52% *	53% *	54% *	61% *	71% C.D.E.H*	53%	66% H
Net: Agree	34%	43% G.I*	34% *	37% G*	31% *	22% *	36% G	27%

Some people see me as a lesser person because I have type 1 diabetes

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	19%	13% *	17% *	16% *	29% C.E.H*	21% *	17%	25%
Disagree	27%	38% E.F.H*	22% *	20% *	20% *	35% E.F.H.I*	21%	27% F
Unsure	30%	27% *	33% *	33% *	34% *	25% *	33%	30%
Agree	17%	16% *	22% F*	21% F*	10% *	16% *	21% F.I	13%
Strongly agree	7%	6% *	6% *	10% *	7% *	3% *	8%	5%
Net: Disagree	46%	51% *	39% *	36% *	49% *	56% D.E.H*	38%	52% E.H
Net: Agree	23%	22% *	28% *	31% F.I*	17% *	19% *	30% F.I	18%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

To avoid negative reactions, I don't tell people I have type 1 diabetes

Unweighted base	414	23	53	36	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	23%	12%	27%	31%	12%	22%	24%	9%	23%	21%
		**	*	*	**	**	*	**	*	*
Disagree	34%	35%	23%	25%	39%	34%	38%	38%	44%	42%
		**	*	*	**	**	*	**	K.T*	*
Unsure	8%	9%	6%	11%	9%	7%	9%	11%	13%	3%
		**	*	*	**	**	*	**	*	*
Agree	25%	44%	40%	14%	23%	29%	22%	34%	14%	19%
		**	L.Q.V*	*	**	**	*	**	*	*
Strongly agree	9%	-	4%	19%	16%	8%	7%	9%	7%	15%
		**	*	K*	**	**	*	**	*	*
Net: Disagree	57%	47%	50%	56%	51%	56%	62%	47%	67%	63%
		**	*	*	**	**	*	**	*	*
Net: Agree	34%	44%	43%	33%	40%	37%	29%	43%	20%	34%
		**	Q*	*	**	**	*	**	*	*

Some people see me as a lesser person because I have type 1 diabetes

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	19%	25%	20%	21%	10%	19%	17%	11%	19%	24%
		**	*	*	**	**	*	**	*	*
Disagree	27%	18%	28%	12%	17%	47%	17%	38%	32%	26%
		**	*	*	**	**	*	**	L*	*
Unsure	30%	31%	30%	45%	32%	20%	35%	31%	25%	28%
		**	*	*	**	**	*	**	*	*
Agree	17%	22%	21%	10%	31%	11%	20%	13%	18%	10%
		**	*	*	**	**	*	**	*	*
Strongly agree	7%	4%	2%	12%	10%	4%	11%	7%	7%	11%
		**	*	T*	**	**	*	**	*	*
Net: Disagree	46%	43%	48%	33%	27%	65%	34%	49%	50%	51%
		**	*	*	**	**	*	**	*	*
Net: Agree	23%	26%	22%	22%	41%	15%	32%	19%	25%	21%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

To avoid negative reactions, I don't tell people I have type 1 diabetes

Unweighted base	414	23	38	3	350
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	23%	10% **	46% Q.R.V*	40% **	21%
Disagree	34%	37% **	20% *	60% **	35%
Unsure	8%	14% **	5% *	- **	9%
Agree	25%	26% **	21% *	- **	26%
Strongly agree	9%	14% **	7% *	- **	9%
Net: Disagree	57%	47% **	67% *	100% **	56%
Net: Agree	34%	40% **	29% *	- **	35% Q

Some people see me as a lesser person because I have type 1 diabetes

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	19%	17% **	21% *	35% **	18%
Disagree	27%	20% **	35% L*	- **	27% L
Unsure	30%	34% **	30% *	26% **	30%
Agree	17%	25% **	13% *	40% **	16%
Strongly agree	7%	5% **	- *	- **	7%
Net: Disagree	46%	36% **	57% *	35% **	46%
Net: Agree	23%	30% **	13% *	40% **	24%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Some people think I'm irresponsible when my diabetes management isn't 'perfect'

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	9%	9%	- **	10%	8%
Disagree	23%	23%	- **	24%	20%
Unsure	18%	18%	- **	22%	13%
Agree	34%	34%	- **	34%	34%
Strongly agree	16%	16%	- **	10%	25%
Net: Disagree	32%	32%	- **	35%	28%
Net: Agree	50%	50%	- **	43%	59%
					A

I feel embarrassed about what people might think if I need help with a hypo

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	13%	13%	- **	14%	12%
Disagree	25%	25%	- **	30%	19%
Unsure	15%	15%	- **	15%	15%
Agree	32%	32%	- **	28%	38%
Strongly agree	15%	15%	- **	13%	17%
Net: Disagree	38%	38%	- **	44%	31%
Net: Agree	47%	47%	- **	41%	55%
					A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Some people think I'm irresponsible when my diabetes management isn't 'perfect'

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	9%	3% *	4% *	12% C*	13% C*	15% C.D*	9%	14% C.D
Disagree	23%	31% E.H*	16% *	9% *	22% E.H*	34% D.E.F.H.I*	12%	28% E.H
Unsure	18%	5% *	21% C*	28% C*	25% C*	17% C*	24% C	21% C
Agree	34%	35% *	45% G.I*	30% *	32% *	27% *	37% E	30% E
Strongly agree	16%	26% F.G.I*	14% *	22% F.G.I*	9% *	7% *	18% F.G.I	8% F.G.I
Net: Disagree	32%	34% *	20% *	21% *	35% D.E.H*	49% D.E.F.H.I*	21%	42% D.E.H
Net: Agree	50%	61% F.G.I*	59% F.G.I*	51% G.I*	40% *	34% *	55% F.G.I	37% F.G.I

I feel embarrassed about what people might think if I need help with a hypo

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	13%	4% *	17% C*	14% *	17% C*	18% C*	15% C	17% C
Disagree	25%	26% *	20% *	17% *	30% E.H*	35% D.E.H*	18% E.H	32% E.H
Unsure	15%	15% *	14% *	19% *	16% *	9% *	17%	13%
Agree	32%	42% *	32% *	27% *	29% *	29% *	29%	29%
Strongly agree	15%	13% *	18% *	23% F.G.I*	9% *	10% *	21% F.G.I	9% F.G.I
Net: Disagree	38%	30% *	36% *	31% *	47% E.H*	52% C.D.E.H*	33%	49% C.E.H
Net: Agree	47%	55% F.I*	50% *	50% *	37% *	39% *	50% I	38% I

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Some people think I'm irresponsible when my diabetes management isn't 'perfect'

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	9%	10%	11%	8%	-	7%	12%	5%	7%	16%
		**	*	*	**	**	*	**	*	*
Disagree	23%	32%	31%	10%	8%	37%	4%	26%	31%	25%
		**	L.O*	*	**	**	*	**	L.O*	O*
Unsure	18%	9%	11%	22%	29%	19%	20%	13%	21%	13%
		**	*	*	**	**	*	**	*	*
Agree	34%	42%	37%	42%	41%	28%	44%	45%	23%	21%
		**	*	*	**	**	*	**	*	*
Strongly agree	16%	7%	10%	19%	22%	9%	21%	11%	18%	25%
		**	*	*	**	**	*	**	*	*
Net: Disagree	32%	41%	42%	18%	8%	44%	15%	30%	38%	41%
		**	L.O*	*	**	**	*	**	O*	L.O*
Net: Agree	50%	49%	47%	60%	63%	37%	65%	56%	40%	46%
		**	*	*	**	**	Q*	**	*	*

I feel embarrassed about what people might think if I need help with a hypo

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	13%	25%	20%	10%	12%	8%	19%	9%	13%	12%
		**	*	*	**	**	*	**	*	*
Disagree	25%	23%	23%	30%	27%	33%	14%	24%	28%	19%
		**	*	*	**	**	*	**	*	*
Unsure	15%	12%	15%	14%	26%	13%	14%	20%	19%	9%
		**	*	*	**	**	*	**	*	*
Agree	32%	36%	37%	23%	20%	39%	32%	37%	26%	41%
		**	*	*	**	**	*	**	*	*
Strongly agree	15%	5%	5%	23%	16%	7%	22%	10%	14%	19%
		**	*	K*	**	**	K*	**	*	*
Net: Disagree	38%	48%	43%	39%	39%	41%	33%	33%	41%	31%
		**	*	*	**	**	*	**	*	*
Net: Agree	47%	41%	42%	46%	36%	46%	53%	47%	40%	60%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Some people think I'm irresponsible when my diabetes management isn't 'perfect'

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	9%	10% **	11% *	- **	9%
Disagree	23%	21% **	16% *	26% **	23% O
Unsure	18%	10% **	34% K.R.V*	35% **	17%
Agree	34%	44% **	23% *	- **	35% Q
Strongly agree	16%	16% **	18% *	40% **	16%
Net: Disagree	32%	30% **	26% *	26% **	32% O
Net: Agree	50%	60% **	40% *	40% **	51%

I feel embarrassed about what people might think if I need help with a hypo

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	13%	12% **	9% *	- **	14%
Disagree	25%	31% **	29% *	35% **	24%
Unsure	15%	6% **	16% *	- **	16%
Agree	32%	30% **	26% *	65% **	33%
Strongly agree	15%	22% **	21% K*	- **	14%
Net: Disagree	38%	43% **	37% *	35% **	38%
Net: Agree	47%	51% **	47% *	65% **	46%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

I have been discriminated against in the workplace because I have type 1 diabetes

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	29%	29%	- **	32%	25%
Disagree	30%	30%	- **	29%	32%
Unsure	12%	12%	- **	12%	13%
Agree	16%	16%	- **	16%	17%
Strongly agree	12%	12%	- **	12%	13%
Net: Disagree	59%	59%	- **	60%	57%
Net: Agree	29%	29%	- **	28%	30%

I feel self-conscious about all the tools I need to manage my type 1 diabetes (e.g. insulin pen, pump, blood glucose meter)

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	21%	21%	- **	25%	17%
Disagree	24%	24%	- **	23%	27%
Unsure	7%	7%	- **	7%	6%
Agree	37%	37%	- **	35%	40%
Strongly agree	10%	10%	- **	11%	10%
Net: Disagree	46%	46%	- **	47%	44%
Net: Agree	47%	47%	- **	45%	50%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

I have been discriminated against in the workplace because I have type 1 diabetes

Unweighted base	413	60	67	86	99	101	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	29%	16% *	21% *	30% *	34% C*	49% C.D.E.F.H.I*	26%	41% C.D.H
Disagree	30%	34% *	38% G.I*	29% *	25% *	23% *	33%	24%
Unsure	12%	15% *	17% G*	11% *	11% *	6% *	14%	9%
Agree	16%	22% *	10% *	14% *	22% *	11% *	12%	17% G
Strongly agree	12%	13% *	14% *	16% *	8% *	11% *	15%	9%
Net: Disagree	59%	50% *	59% *	59% *	60% *	72% C.H*	59%	65%
Net: Agree	29%	34% *	24% *	31% *	29% *	22% *	27%	26%

I feel self-conscious about all the tools I need to manage my type 1 diabetes (e.g. insulin pen, pump, blood glucose meter)

Unweighted base	413	60	67	86	99	101	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	21%	5% *	25% C*	25% C*	26% C*	31% C*	25% C	29% C
Disagree	24%	27% *	17% *	22% *	24% *	33% D.H*	20%	28%
Unsure	7%	7% *	4% *	11% *	5% *	6% *	8%	5%
Agree	37%	47% E.G*	43% G*	28% *	39% G*	26% *	35% E	33% G
Strongly agree	10%	14% *	11% *	14% G.I*	6% *	4% *	13% G.I	5%
Net: Disagree	46%	32% *	42% *	47% *	50% C*	64% C.D.E.F.H.I*	45%	56% C.D.H
Net: Agree	47%	61% E.G.I*	54% G.I*	41% *	46% G.I*	30% *	47% G	38% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

I have been discriminated against in the workplace because I have type 1 diabetes

Unweighted base	413	23	52	36	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	29%	43%	27%	21%	17%	25%	27%	20%	33%	36%
		**	*	*	**	**	*	**	*	*
Disagree	30%	31%	26%	20%	37%	43%	32%	36%	21%	34%
		**	*	*	**	**	*	**	*	*
Unsure	12%	4%	15%	24%	15%	-	15%	18%	14%	6%
		**	*	R.T*	**	**	*	**	*	*
Agree	16%	8%	20%	16%	25%	13%	13%	26%	13%	16%
		**	*	*	**	**	*	**	*	*
Strongly agree	12%	14%	13%	18%	6%	19%	13%	-	18%	8%
		**	*	*	**	**	*	**	*	*
Net: Disagree	59%	74%	53%	42%	55%	68%	59%	56%	55%	70%
		**	*	*	**	**	*	**	*	L*
Net: Agree	29%	22%	32%	34%	30%	32%	26%	26%	31%	24%
		**	*	*	**	**	*	**	*	*

I feel self-conscious about all the tools I need to manage my type 1 diabetes (e.g. insulin pen, pump, blood glucose meter)

Unweighted base	413	23	52	36	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	21%	21%	21%	23%	21%	15%	26%	12%	23%	21%
		**	*	*	**	**	*	**	*	*
Disagree	24%	28%	22%	22%	19%	15%	29%	18%	29%	26%
		**	*	*	**	**	*	**	*	*
Unsure	7%	5%	9%	3%	7%	7%	5%	11%	8%	3%
		**	*	*	**	**	*	**	*	*
Agree	37%	36%	30%	34%	39%	63%	28%	53%	33%	31%
		**	*	*	**	**	*	**	*	*
Strongly agree	10%	10%	18%	19%	14%	-	11%	5%	7%	19%
		**	*	*	**	**	*	**	*	*
Net: Disagree	46%	49%	43%	45%	40%	30%	55%	30%	52%	47%
		**	*	*	**	**	*	**	*	*
Net: Agree	47%	46%	48%	52%	53%	63%	39%	58%	40%	50%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

I have been discriminated against in the workplace because I have type 1 diabetes

Unweighted base	413	23	38	3	349
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	29%	35% **	36% *	35% **	28%
Disagree	30%	20% **	33% *	26% **	31%
Unsure	12%	24% **	3% *	- **	13%
Agree	16%	7% **	18% *	- **	17%
Strongly agree	12%	14% **	10% *	40% **	12%
Net: Disagree	59%	55% **	69% L*	60% **	58%
Net: Agree	29%	21% **	28% *	40% **	29%

I feel self-conscious about all the tools I need to manage my type 1 diabetes (e.g. insulin pen, pump, blood glucose meter)

Unweighted base	413	23	38	3	349
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	21%	20% **	30% *	40% **	20%
Disagree	24%	31% **	29% *	60% **	23%
Unsure	7%	17% **	4% *	- **	7%
Agree	37%	32% **	30% *	- **	38%
Strongly agree	10%	- **	6% *	- **	12%
Net: Disagree	46%	51% **	60% *	100% **	44%
Net: Agree	47%	32% **	36% *	- **	50%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Because I have type 1 diabetes, I have been excluded by others from certain social events

Unweighted base	411	411	-	227	184
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	54
Strongly disagree	34%	34%	- **	37%	30%
Disagree	35%	35%	- **	31%	39%
Unsure	15%	15%	- **	13%	16%
Agree	13%	13%	- **	14%	10%
Strongly agree	4%	4%	- **	3%	5%
Net: Disagree	69%	69%	- **	69%	69%
Net: Agree	17%	17%	- **	18%	15%

Some people assume that it is my fault I have type 1 diabetes (e.g. I ate too much sugar, I could have prevented it)

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	13%	13%	- **	15%	9%
Disagree	13%	13%	- **	16%	9%
Unsure	14%	14%	- **	17%	11%
Agree	35%	35%	- **	32%	39%
Strongly agree	26%	26%	- **	21%	32%
Net: Disagree	25%	25%	- **	31% B	18%
Net: Agree	60%	60%	- **	52%	71% A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Because I have type 1 diabetes, I have been excluded by others from certain social events

Unweighted base	411	60	67	85	99	100	152	199
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	48	44
Strongly disagree	34%	24%	35%	34%	38%	43%	34%	40%
		*	*	*	*	C*		C
Disagree	35%	44%	29%	32%	33%	33%	31%	33%
		*	*	*	*	*		
Unsure	15%	8%	20%	19%	17%	12%	19%	15%
		*	*	*	*	*	C	
Agree	13%	19%	13%	12%	9%	7%	12%	8%
		I*	*	*	*	*		
Strongly agree	4%	6%	3%	3%	2%	5%	3%	3%
		*	*	*	*	*		
Net: Disagree	69%	68%	64%	66%	71%	76%	65%	74%
		*	*	*	*	*		
Net: Agree	17%	25%	16%	15%	12%	12%	16%	12%
		I*	*	*	*	*		

Some people assume that it is my fault I have type 1 diabetes (e.g. I ate too much sugar, I could have prevented it)

Unweighted base	413	60	67	86	99	101	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	13%	9%	7%	16%	13%	19%	12%	16%
		*	*	*	*	D*		
Disagree	13%	18%	8%	8%	16%	13%	8%	14%
		*	*	*	*	*		
Unsure	14%	2%	20%	15%	25%	14%	17%	19%
		*	C*	C*	C*	C*	C	C.G
Agree	35%	38%	41%	26%	33%	35%	33%	34%
		*	*	*	*	*	E	
Strongly agree	26%	33%	25%	34%	14%	19%	30%	16%
		F.I*	*	F.G.I*	*	*	F.I	
Net: Disagree	25%	27%	15%	24%	29%	32%	20%	30%
		*	*	*	D*	D.H*		D.H
Net: Agree	60%	71%	66%	61%	47%	55%	63%	50%
		F.I*	F.I*	*	*	*	F.I	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Because I have type 1 diabetes, I have been excluded by others from certain social events

Unweighted base	411	23	52	35	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	34%	26%	30%	34%	25%	27%	39%	25%	35%	46%
		**	*	**	**	**	*	**	*	*
Disagree	35%	55%	35%	21%	36%	50%	29%	40%	33%	34%
		**	*	**	**	**	*	**	*	*
Unsure	15%	4%	12%	25%	21%	4%	15%	19%	19%	8%
		**	*	**	**	**	*	**	*	*
Agree	13%	10%	18%	14%	12%	17%	16%	16%	10%	5%
		**	*	**	**	**	*	**	*	*
Strongly agree	4%	5%	6%	6%	7%	2%	2%	-	4%	6%
		**	*	**	**	**	*	**	*	*
Net: Disagree	69%	81%	65%	55%	61%	77%	67%	65%	67%	80%
		**	*	**	**	**	*	**	*	*
Net: Agree	17%	15%	24%	20%	19%	19%	18%	16%	14%	12%
		**	*	**	**	**	*	**	*	*

Some people assume that it is my fault I have type 1 diabetes (e.g. I ate too much sugar, I could have prevented it)

Unweighted base	413	23	52	36	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	13%	23%	12%	6%	3%	14%	14%	6%	14%	19%
		**	*	*	**	**	*	**	*	*
Disagree	13%	3%	13%	13%	5%	23%	12%	18%	18%	7%
		**	*	*	**	**	*	**	*	*
Unsure	14%	4%	13%	9%	22%	14%	11%	10%	18%	17%
		**	*	*	**	**	*	**	*	*
Agree	35%	35%	42%	37%	49%	26%	42%	43%	20%	33%
		**	Q*	*	**	**	Q*	**	*	*
Strongly agree	26%	34%	20%	35%	20%	24%	21%	24%	29%	23%
		**	*	*	**	**	*	**	*	*
Net: Disagree	25%	27%	25%	20%	8%	37%	26%	24%	32%	26%
		**	*	*	**	**	*	**	*	*
Net: Agree	60%	69%	62%	71%	70%	50%	63%	66%	50%	56%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Because I have type 1 diabetes, I have been excluded by others from certain social events

Unweighted base	411	22	38	3	348
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	34%	31% **	47% *	35% **	33%
Disagree	35%	30% **	31% *	26% **	36%
Unsure	15%	29% **	12% *	- **	14%
Agree	13%	5% **	7% *	40% **	13%
Strongly agree	4%	5% **	3% *	- **	4%
Net: Disagree	69%	61% **	78% *	60% **	68%
Net: Agree	17%	10% **	10% *	40% **	17%

Some people assume that it is my fault I have type 1 diabetes (e.g. I ate too much sugar, I could have prevented it)

Unweighted base	413	23	38	3	349
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	13%	5% **	21% *	- **	12%
Disagree	13%	12% **	4% *	26% **	14%
Unsure	14%	27% **	14% *	- **	14%
Agree	35%	25% **	34% *	35% **	35% Q
Strongly agree	26%	31% **	28% *	40% **	25%
Net: Disagree	25%	18% **	25% *	26% **	26%
Net: Agree	60%	55% **	62% *	74% **	60%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

I feel embarrassed when I have to manage my type 1 diabetes in public (e.g. check blood glucose, inject/bolus insulin, refuse food, eat extra food)

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	26%	26%	- **	28%	24%
Disagree	29%	29%	- **	30%	27%
Unsure	9%	9%	- **	9%	10%
Agree	25%	25%	- **	23%	29%
Strongly agree	11%	11%	- **	11%	10%
Net: Disagree	55%	55%	- **	58%	51%
Net: Agree	36%	36%	- **	34%	39%

Some people think I need insulin because I haven't looked after myself

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	12%	12%	- **	14%	9%
Disagree	15%	15%	- **	19%	11%
Unsure	18%	18%	- **	19%	15%
Agree	36%	36%	- **	30%	43%
Strongly agree	20%	20%	- **	18%	22%
Net: Disagree	27%	27%	- **	32%	20%
Net: Agree	55%	55%	- **	48%	65%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

I feel embarrassed when I have to manage my type 1 diabetes in public (e.g. check blood glucose, inject/bolus insulin, refuse food, eat extra food)

Unweighted base	413	60	67	86	99	101	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	26%	17% *	28% *	28% *	32% C*	28% *	28%	30%
Disagree	29%	27% *	30% *	30% *	25% *	31% *	30%	28%
Unsure	9%	10% *	6% *	10% *	8% *	11% *	8%	9%
Agree	25%	30% *	28% *	23% *	24% *	20% *	25%	22%
Strongly agree	11%	15% *	8% *	10% *	11% *	9% *	9%	10%
Net: Disagree	55%	45% *	58% *	58% *	58% *	59% *	58%	58%
Net: Agree	36%	45% *	36% *	32% *	35% *	30% *	34%	32%

Some people think I need insulin because I haven't looked after myself

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	12%	7% *	9% *	15% *	14% *	14% *	12%	14%
Disagree	15%	14% *	12% *	11% *	19% *	24% D.E.H*	11%	21% E.H
Unsure	18%	6% *	18% C*	23% C*	21% C*	24% C*	21% C	22% C
Agree	36%	48% E.G.H.I*	39% E*	24% *	33% *	30% *	31% E	32%
Strongly agree	20%	25% G.I*	21% G.I*	27% F.G.I*	13% *	9% *	24% F.G.I	11%
Net: Disagree	27%	21% *	21% *	25% *	33% *	38% C.D.H*	23%	35% D.H
Net: Agree	55%	73% E.F.G.H.I*	61% G.I*	51% *	46% *	39% *	56% G.I	43%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

I feel embarrassed when I have to manage my type 1 diabetes in public (e.g. check blood glucose, inject/bolus insulin, refuse food, eat extra food)

Unweighted base	413	23	52	36	24	37	37	37	57	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	26%	30%	26%	20%	20%	32%	23%	12%	25%	28%
		**	*	*	**	**	*	**	*	*
Disagree	29%	46%	23%	20%	31%	28%	19%	34%	26%	33%
		**	*	*	**	**	*	**	*	*
Unsure	9%	-	5%	2%	18%	9%	24%	12%	11%	4%
		**	*	*	**	**	K.L.R.T.V*	**	*	*
Agree	25%	20%	33%	22%	23%	26%	20%	41%	28%	18%
		**	*	*	**	**	*	**	*	*
Strongly agree	11%	4%	13%	35%	8%	4%	13%	1%	10%	17%
		**	*	K.O.Q.T.V*	**	**	*	**	*	T*
Net: Disagree	55%	76%	49%	41%	51%	60%	43%	46%	51%	61%
		**	*	*	**	**	*	**	*	*
Net: Agree	36%	24%	46%	57%	31%	31%	33%	42%	38%	35%
		**	T*	T.V*	**	**	*	**	T*	*

Some people think I need insulin because I haven't looked after myself

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	12%	16%	12%	12%	-	5%	16%	9%	11%	25%
		**	*	*	**	**	*	**	*	V*
Disagree	15%	15%	13%	8%	15%	38%	4%	13%	19%	14%
		**	*	*	**	**	*	**	O*	*
Unsure	18%	9%	21%	19%	21%	9%	13%	12%	29%	15%
		**	*	*	**	**	*	**	V*	*
Agree	36%	38%	35%	30%	33%	35%	53%	54%	18%	32%
		**	*	*	**	**	Q.V*	**	*	*
Strongly agree	20%	22%	19%	31%	31%	13%	14%	12%	24%	15%
		**	*	*	**	**	*	**	*	*
Net: Disagree	27%	31%	25%	20%	15%	43%	20%	22%	29%	39%
		**	*	*	**	**	*	**	*	*
Net: Agree	55%	60%	54%	62%	64%	48%	67%	66%	42%	47%
		**	*	*	**	**	Q*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

I feel embarrassed when I have to manage my type 1 diabetes in public (e.g. check blood glucose, inject/bolus insulin, refuse food, eat extra food)

Unweighted base	413	23	38	3	349
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	26%	15% **	50% K.L.O.Q.V*	60% **	24%
Disagree	29%	37% **	31% *	40% **	28%
Unsure	9%	11% **	3% *	- **	10%
Agree	25%	35% **	14% *	- **	26%
Strongly agree	11%	2% **	2% *	- **	12%
Net: Disagree	55%	52% **	81% K.L.O.Q.V*	100% **	52%
Net: Agree	36%	37% **	16% *	- **	39% T

Some people think I need insulin because I haven't looked after myself

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	12%	5% **	11% *	- **	12%
Disagree	15%	17% **	13% *	26% **	15%
Unsure	18%	20% **	23% *	- **	17%
Agree	36%	37% **	33% *	35% **	36% Q
Strongly agree	20%	21% **	20% *	40% **	19%
Net: Disagree	27%	22% **	24% *	26% **	28%
Net: Agree	55%	58% **	54% *	74% **	55% Q

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 1 diabetes

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	39%	39%	- **	43%	34%
Disagree	35%	35%	- **	31%	41%
Unsure	13%	13%	- **	14%	11%
Agree	9%	9%	- **	7%	12%
Strongly agree	4%	4%	- **	5%	2%
Net: Disagree	74%	74%	- **	74%	74%
Net: Agree	13%	13%	- **	12%	14%

I worry what people will think if they see me injecting/bolusing insulin or checking my blood glucose in public

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	25%	25%	- **	27%	22%
Disagree	25%	25%	- **	24%	26%
Unsure	11%	11%	- **	12%	9%
Agree	29%	29%	- **	28%	29%
Strongly agree	11%	11%	- **	9%	15%
Net: Disagree	50%	50%	- **	51%	48%
Net: Agree	40%	40%	- **	37%	43%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 1 diabetes

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	39%	38% *	33% *	37% *	36% *	51% D.F.H.I.*	35%	43%
Disagree	35%	39% *	34% *	38% *	36% *	28% *	36%	32%
Unsure	13%	9% *	13% *	14% *	15% *	14% *	13%	14%
Agree	9%	12% *	14% *	6% *	9% *	6% *	10%	7%
Strongly agree	4%	3% *	6% *	5% *	5% *	1% *	5%	3%
Net: Disagree	74%	76% *	68% *	75% *	72% *	79% *	71%	75%
Net: Agree	13%	15% *	20% G*	11% *	13% *	7% *	15%	10%

I worry what people will think if they see me injecting/bolusing insulin or checking my blood glucose in public

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	25%	13% *	30% C*	27% C*	30% C*	29% C*	29% C	29% C
Disagree	25%	23% *	24% *	23% *	27% *	29% *	24%	28%
Unsure	11%	10% *	5% *	10% *	13% *	15% D*	8%	14%
Agree	29%	44% E.F.G.H.I.*	29% *	26% *	18% *	21% *	27%	19%
Strongly agree	11%	11% *	12% *	14% *	13% *	6% *	13%	10% G
Net: Disagree	50%	35% *	54% C*	50% *	56% C*	58% C*	52% C	57% C
Net: Agree	40%	55% F.G.I.*	41% *	39% *	31% *	27% *	40% G.I	29%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 1 diabetes

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	39%	57% **	37% *	40% *	40% **	28% **	34% *	36% **	35% *	46% *
Disagree	35%	33% **	35% *	33% *	37% **	54% **	38% *	31% **	31% *	34% *
Unsure	13%	5% **	18% *	13% *	16% **	3% **	6% *	13% **	21% V*	9% *
Agree	9%	- **	9% *	3% *	8% **	14% **	15% *	19% **	6% *	8% *
Strongly agree	4%	5% **	1% *	11% *	- **	- **	6% *	1% **	8% *	4% *
Net: Disagree	74%	90% **	72% *	73% *	76% **	83% **	72% *	66% **	66% *	80% *
Net: Agree	13%	5% **	11% *	14% *	8% **	14% **	22% *	21% **	14% *	11% *

I worry what people will think if they see me injecting/bolusing insulin or checking my blood glucose in public

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	25%	33% **	26% *	31% *	6% **	22% **	17% *	20% **	23% *	27% *
Disagree	25%	24% **	21% *	19% *	40% **	31% **	12% *	26% **	31% *	32% *
Unsure	11%	16% **	5% *	11% *	4% **	8% **	20% *	12% **	12% *	10% *
Agree	29%	18% **	35% R*	18% *	32% **	39% **	45% L. Q. R. V*	33% **	20% *	12% *
Strongly agree	11%	10% **	13% *	21% *	18% **	- **	5% *	9% **	15% *	19% *
Net: Disagree	50%	57% **	47% *	50% *	46% **	53% **	29% *	46% **	54% O*	59% O*
Net: Agree	40%	27% **	48% *	39% *	50% **	39% **	50% *	42% **	35% *	32% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 1 diabetes

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	39%	40% **	45% *	35% **	38%
Disagree	35%	32% **	34% *	26% **	36%
Unsure	13%	20% **	10% *	40% **	12%
Agree	9%	8% **	8% *	- **	10%
Strongly agree	4%	- **	3% *	- **	4%
Net: Disagree	74%	72% **	78% *	60% **	74%
Net: Agree	13%	8% **	11% *	- **	14%

I worry what people will think if they see me injecting/bolusing insulin or checking my blood glucose in public

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	25%	22% **	38% *	65% **	23%
Disagree	25%	15% **	23% *	35% **	26%
Unsure	11%	18% **	6% *	- **	11%
Agree	29%	40% **	29% *	- **	28% R
Strongly agree	11%	5% **	5% *	- **	12%
Net: Disagree	50%	37% **	61% O*	100% **	49% O
Net: Agree	40%	45% **	33% *	- **	41%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Because I have type 1 diabetes, some people judge me if I eat sugary food or drinks (e.g. cakes, lollies, soft drink)

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	10%	10%	- **	12%	7%
Disagree	13%	13%	- **	15%	9%
Unsure	15%	15%	- **	18%	11%
Agree	35%	35%	- **	31%	39%
Strongly agree	28%	28%	- **	23%	34%
Net: Disagree	22%	22%	- **	27%	16%
Net: Agree	63%	63%	- **	54%	73%
				A	A

Some people think I'm unreliable because I have type 1 diabetes

Unweighted base	415	415	-	230	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	21%	21%	- **	23%	19%
Disagree	28%	28%	- **	27%	29%
Unsure	25%	25%	- **	26%	25%
Agree	17%	17%	- **	16%	17%
Strongly agree	9%	9%	- **	9%	10%
Net: Disagree	49%	49%	- **	49%	48%
Net: Agree	26%	26%	- **	25%	27%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Because I have type 1 diabetes, some people judge me if I eat sugary food or drinks (e.g. cakes, lollies, soft drink)

Unweighted base	413	61	67	84	99	102	151	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	48	45
Strongly disagree	10%	4% *	8% *	12% *	11% *	16% C*	10%	13% C
Disagree	13%	23% D.E.H*	5% *	7% *	12% *	12% *	6%	12%
Unsure	15%	5% *	14% *	18% C*	21% C*	21% C*	16% C	21% C
Agree	35%	31% *	40% *	33% *	35% *	37% *	36%	36%
Strongly agree	28%	37% F.G.I*	34% G.I*	30% G.I*	20% *	15% *	32% G.I	18%
Net: Disagree	22%	27% *	13% *	19% *	23% *	28% D.H*	16%	25% D.H
Net: Agree	63%	68% *	73% F.G.I*	63% *	56% *	52% *	68% G.I	54%

Some people think I'm unreliable because I have type 1 diabetes

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
Strongly disagree	21%	12% *	20% *	18% *	25% C*	35% C.D.E.H*	19%	30% C.E.H
Disagree	28%	41% F.G.H.I*	26% *	25% *	21% *	22% *	25%	22%
Unsure	25%	15% *	29% *	32% C*	30% C*	23% *	31% C	27%
Agree	17%	19% *	18% *	14% *	17% *	15% *	16%	16%
Strongly agree	9%	14% *	7% *	11% *	7% *	6% *	9%	6%
Net: Disagree	49%	52% *	46% *	42% *	46% *	57% *	44%	51%
Net: Agree	26%	33% *	25% *	25% *	24% *	21% *	25%	22%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Because I have type 1 diabetes, some people judge me if I eat sugary food or drinks (e.g. cakes, lollies, soft drink)

Unweighted base	413	22	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	10%	16% **	12% *	8% *	- **	2% **	14% *	8% **	9% *	19% *
Disagree	13%	4% **	20% R*	6% *	8% **	33% **	5% *	15% **	11% *	4% *
Unsure	15%	4% **	11% *	23% *	11% **	3% **	17% *	11% **	25% V*	19% *
Agree	35%	43% **	40% *	26% *	50% **	43% **	26% *	46% **	30% *	30% *
Strongly agree	28%	32% **	17% *	37% *	31% **	19% **	38% *	21% **	25% *	28% *
Net: Disagree	22%	20% **	31% *	14% *	8% **	36% **	19% *	23% **	20% *	23% *
Net: Agree	63%	75% **	58% *	63% *	80% **	62% **	64% *	66% **	55% *	58% *

Some people think I'm unreliable because I have type 1 diabetes

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	21%	25% **	16% *	15% *	9% **	15% **	29% *	14% **	27% *	25% *
Disagree	28%	28% **	35% O*	21% *	23% **	50% **	13% *	28% **	22% *	42% O*
Unsure	25%	16% **	30% *	31% *	48% **	18% **	31% *	15% **	19% *	14% *
Agree	17%	25% **	12% *	19% *	8% **	11% **	10% *	36% **	21% *	15% *
Strongly agree	9%	5% **	7% *	14% *	13% **	6% **	17% *	8% **	11% *	5% *
Net: Disagree	49%	53% **	50% *	36% *	32% **	65% **	42% *	42% **	49% *	66% L.V*
Net: Agree	26%	30% **	20% *	33% *	20% **	17% **	27% *	44% **	32% *	20% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Because I have type 1 diabetes, some people judge me if I eat sugary food or drinks (e.g. cakes, lollies, soft drink)

Unweighted base	413	22	38	3	350
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	10%	6% **	8% *	- **	10%
Disagree	13%	5% **	15% *	26% **	13%
Unsure	15%	11% **	21% *	- **	15%
Agree	35%	31% **	28% *	- **	36%
Strongly agree	28%	46% **	27% *	74% **	27%
Net: Disagree	22%	11% **	23% *	26% **	23%
Net: Agree	63%	78% **	56% *	74% **	63%

Some people think I'm unreliable because I have type 1 diabetes

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	21%	21% **	32% *	35% **	20%
Disagree	28%	10% **	21% *	26% **	30% O
Unsure	25%	47% **	31% *	- **	24%
Agree	17%	18% **	9% *	- **	17%
Strongly agree	9%	4% **	8% *	40% **	10%
Net: Disagree	49%	31% **	53% *	60% **	49%
Net: Agree	26%	22% **	17% *	40% **	27%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

If I were to inject insulin in public, people would think I was taking drugs

Unweighted base	414	414	-	229	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	7%	7%	- **	6%	8%
Disagree	17%	17%	- **	21% B	12%
Unsure	25%	25%	- **	23%	29%
Agree	37%	37%	- **	36%	37%
Strongly agree	14%	14%	- **	15%	14%
Net: Disagree	23%	23%	- **	26%	20%
Net: Agree	51%	51%	- **	51%	51%

Some people think that I brought type 1 diabetes on myself

Unweighted base	414	414	-	229	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	11%	11%	- **	12%	10%
Disagree	14%	14%	- **	18% B	9%
Unsure	20%	20%	- **	21%	19%
Agree	32%	32%	- **	27% A	39%
Strongly agree	22%	22%	- **	22%	23%
Net: Disagree	25%	25%	- **	30% B	19%
Net: Agree	55%	55%	- **	49% A	62%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

If I were to inject insulin in public, people would think I was taking drugs

Unweighted base	414	61	67	86	98	102	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	7%	2%	2%	10%	9%	10%	6%	10%
		*	*	*	*	D*	D	D
Disagree	17%	15%	23%	19%	16%	11%	21%	14%
		*	*	*	*	*	G	
Unsure	25%	14%	34%	15%	34%	36%	24%	35%
		*	C.E.H*	*	C.E*	C.E.H*	E	C.E.H
Agree	37%	49%	33%	38%	26%	32%	36%	29%
		F.I*	*	*	*	*		
Strongly agree	14%	19%	7%	18%	14%	11%	13%	13%
		*	*	D.H*	*	*	D	
Net: Disagree	23%	17%	25%	29%	25%	21%	28%	23%
		*	*	*	*	*		
Net: Agree	51%	68%	40%	56%	40%	43%	49%	41%
		D.F.G.H.I*	*	F.I*	*	*		

Some people think that I brought type 1 diabetes on myself

Unweighted base	414	61	67	86	98	102	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	11%	5%	9%	15%	15%	14%	12%	14%
		*	*	*	*	*		
Disagree	14%	18%	10%	9%	18%	13%	9%	16%
		*	*	*	H*	*		
Unsure	20%	3%	23%	25%	25%	32%	24%	28%
		*	C*	C*	C*	C*	C	C
Agree	32%	39%	37%	27%	29%	27%	32%	28%
		*	*	*	*	*		
Strongly agree	22%	35%	20%	24%	12%	14%	23%	13%
		F.G.I*	*	F.I*	*	*	I	
Net: Disagree	25%	23%	19%	24%	33%	27%	22%	30%
		*	*	*	D.H*	*		
Net: Agree	55%	74%	58%	51%	41%	42%	54%	42%
		E.F.G.H.I*	F.G.I*	*	*	*	I	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

If I were to inject insulin in public, people would think I was taking drugs

Unweighted base	414	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	7%	3%	5%	9%	4%	7%	5%	7%	9%	8%
		**	*	*	**	**	*	**	*	*
Disagree	17%	17%	17%	19%	8%	15%	24%	17%	13%	13%
		**	*	*	**	**	*	**	*	*
Unsure	25%	39%	21%	22%	19%	31%	19%	18%	38%	23%
		**	*	*	**	**	*	**	V*	*
Agree	37%	36%	44%	27%	55%	37%	37%	50%	27%	32%
		**	*	*	**	**	*	**	*	*
Strongly agree	14%	5%	12%	23%	13%	10%	15%	8%	14%	25%
		**	*	*	**	**	*	**	*	*
Net: Disagree	23%	20%	23%	28%	13%	22%	30%	24%	21%	20%
		**	*	*	**	**	*	**	*	*
Net: Agree	51%	41%	56%	50%	68%	47%	51%	58%	40%	57%
		**	*	*	**	**	*	**	*	*

Some people think that I brought type 1 diabetes on myself

Unweighted base	414	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	11%	15%	12%	6%	-	11%	18%	6%	14%	19%
		**	*	*	**	**	*	**	*	*
Disagree	14%	10%	21%	8%	3%	34%	2%	16%	13%	9%
		**	O*	*	**	**	*	**	*	*
Unsure	20%	15%	12%	26%	28%	11%	24%	17%	23%	23%
		**	*	*	**	**	*	**	*	*
Agree	32%	38%	35%	30%	42%	27%	29%	37%	25%	39%
		**	*	*	**	**	*	**	*	*
Strongly agree	22%	22%	21%	30%	27%	18%	26%	24%	25%	10%
		**	*	R*	**	**	*	**	*	*
Net: Disagree	25%	25%	32%	15%	3%	44%	20%	22%	26%	28%
		**	*	*	**	**	*	**	*	*
Net: Agree	55%	60%	55%	59%	69%	45%	56%	61%	50%	49%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

If I were to inject insulin in public, people would think I was taking drugs

Unweighted base	414	22	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	7%	8% **	5% *	- **	7%
Disagree	17%	9% **	27% *	40% **	16%
Unsure	25%	30% **	24% *	26% **	25%
Agree	37%	38% **	27% *	35% **	37%
Strongly agree	14%	14% **	17% *	- **	14%
Net: Disagree	23%	18% **	32% *	40% **	23%
Net: Agree	51%	52% **	44% *	35% **	52%

Some people think that I brought type 1 diabetes on myself

Unweighted base	414	22	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	11%	4% **	10% *	- **	12%
Disagree	14%	10% **	16% O*	26% **	14% O
Unsure	20%	29% **	23% *	- **	20%
Agree	32%	36% **	27% *	35% **	33%
Strongly agree	22%	21% **	23% *	40% **	22%
Net: Disagree	25%	14% **	27% *	26% **	25%
Net: Agree	55%	57% **	50% *	74% **	55%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

I feel worried about telling people I have type 1 diabetes in case they react negatively

Unweighted base	414	414	-	229	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	70	55
Strongly disagree	26%	26%	- **	29%	23%
Disagree	30%	30%	- **	30%	31%
Unsure	11%	11%	- **	8%	15%
Agree	26%	26%	- **	27%	26%
Strongly agree	6%	6%	- **	7%	6%
Net: Disagree	56%	56%	- **	58%	54%
Net: Agree	33%	33%	- **	33%	32%

Some people expect less of me because I have type 1 diabetes

Unweighted base	413	413	-	228	185
Base: All with Type 1 Diabetes who gave answers to each question	124	124	-	69	55
Strongly disagree	16%	16%	- **	18%	14%
Disagree	30%	30%	- **	30%	30%
Unsure	31%	31%	- **	31%	31%
Agree	18%	18%	- **	15%	21%
Strongly agree	5%	5%	- **	6%	4%
Net: Disagree	46%	46%	- **	48%	43%
Net: Agree	23%	23%	- **	21%	25%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

I feel worried about telling people I have type 1 diabetes in case they react negatively

Unweighted base	414	61	67	86	98	102	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	26%	18% *	23% *	25% *	32% *	35% C*	24%	34% C
Disagree	30%	28% *	33% *	30% *	29% *	32% *	31%	30%
Unsure	11%	3% *	8% *	14% C*	19% C*	16% C*	11%	17% C
Agree	26%	44% E.F.G.H.I*	31% F.G.I*	24% I*	14% *	13% *	27% F.G.I	14%
Strongly agree	6%	7% *	5% *	7% *	6% *	5% *	6%	5%
Net: Disagree	56%	46% *	56% *	55% *	61% *	67% C*	56%	64% C
Net: Agree	33%	51% E.F.G.H.I*	36% F.G.I*	31% G.I*	20% *	17% *	33% F.G.I	19%

Some people expect less of me because I have type 1 diabetes

Unweighted base	413	60	67	86	98	102	153	200
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	44
Strongly disagree	16%	8% *	17% *	18% *	21% C*	21% C*	18%	21% C
Disagree	30%	36% *	28% *	28% *	24% *	31% *	28%	27%
Unsure	31%	25% *	32% *	32% *	39% *	27% *	32%	33%
Agree	18%	20% *	20% *	19% *	11% *	17% *	20%	14%
Strongly agree	5%	11% H*	3% *	2% *	6% *	3% *	3%	5%
Net: Disagree	46%	44% *	45% *	46% *	45% *	52% *	46%	48%
Net: Agree	23%	31% *	23% *	22% *	16% *	21% *	22%	18%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

I feel worried about telling people I have type 1 diabetes in case they react negatively

Unweighted base	414	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
Strongly disagree	26%	31%	29%	30%	12%	26%	26%	13%	28%	23%
		**	*	*	**	**	*	**	*	*
Disagree	30%	27%	23%	19%	34%	28%	29%	37%	34%	44%
		**	*	*	**	**	*	**	*	L*
Unsure	11%	20%	6%	9%	18%	15%	12%	11%	3%	11%
		**	*	*	**	**	*	**	*	*
Agree	26%	11%	30%	34%	28%	32%	29%	32%	25%	19%
		**	*	*	**	**	*	**	*	*
Strongly agree	6%	10%	11%	7%	8%	-	4%	7%	9%	3%
		**	*	*	**	**	*	**	*	*
Net: Disagree	56%	59%	53%	49%	46%	54%	55%	50%	62%	67%
		**	*	*	**	**	*	**	*	*
Net: Agree	33%	21%	41%	41%	36%	32%	33%	39%	34%	22%
		**	*	*	**	**	*	**	*	*

Some people expect less of me because I have type 1 diabetes

Unweighted base	413	23	53	36	24	36	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	11	12	13	16	14
Strongly disagree	16%	21%	12%	22%	6%	12%	24%	11%	12%	25%
		**	*	*	**	**	*	**	*	*
Disagree	30%	30%	42%	17%	27%	46%	12%	32%	31%	30%
		**	L.O*	*	**	**	*	**	O*	*
Unsure	31%	18%	32%	45%	41%	25%	36%	18%	36%	22%
		**	*	*	**	**	*	**	*	*
Agree	18%	27%	10%	7%	22%	17%	16%	25%	18%	21%
		**	*	*	**	**	*	**	*	*
Strongly agree	5%	5%	4%	9%	4%	-	12%	14%	3%	1%
		**	*	*	**	**	*	**	*	*
Net: Disagree	46%	50%	54%	38%	33%	58%	36%	44%	42%	55%
		**	*	*	**	**	*	**	*	*
Net: Agree	23%	32%	14%	16%	26%	17%	28%	38%	21%	22%
		**	*	*	**	**	*	**	*	*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

I feel worried about telling people I have type 1 diabetes in case they react negatively

Unweighted base	414	22	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
Strongly disagree	26%	11% **	41% V*	100% **	25%
Disagree	30%	27% **	26% *	- **	31%
Unsure	11%	23% **	13% *	- **	11% Q
Agree	26%	33% **	15% *	- **	27%
Strongly agree	6%	5% **	5% *	- **	6%
Net: Disagree	56%	38% **	67% *	100% **	56%
Net: Agree	33%	39% **	20% *	- **	34%

Some people expect less of me because I have type 1 diabetes

Unweighted base	413	22	38	3	350
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	106
Strongly disagree	16%	9% **	24% *	- **	16%
Disagree	30%	36% **	23% *	26% **	30% O
Unsure	31%	28% **	33% *	35% **	31%
Agree	18%	27% **	17% *	40% **	17%
Strongly agree	5%	- **	3% *	- **	6%
Net: Disagree	46%	45% **	47% *	26% **	46%
Net: Agree	23%	27% **	19% *	40% **	23%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Treated differently

Unweighted base	415	415	-	230	185
Base	124	124	-	70	55
Mean Treated differently	14.68	14.68	-	14.40	15.03
			**		
Median Treated differently	14	14	-	14	15
Std. dev Treated differently	5.57	5.57	-	5.78	5.32

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Blame and judgement

Unweighted base	415	415	-	230	185
Base	124	124	-	70	55
Mean Blame and judgement	20.90	20.90	-	19.84	22.24
			**		A
Median Blame and judgement	22	22	-	21	23
Std. dev Blame and judgement	6.30	6.30	-	6.46	5.88

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Identity concerns

Unweighted base	415	415	-	230	185
Base	124	124	-	70	55
Mean Identity concerns	19.95	19.95	-	19.55	20.46
			**		
Median Identity concerns	20	20	-	19	21
Std. dev Identity concerns	6.86	6.86	-	6.98	6.73

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Total

Unweighted base	415	415	-	230	185
Base	124	124	-	70	55
Mean Total	55.52	55.52	-	53.80	57.72
			**		A
Median Total	56	56	-	53	59
Std. dev Total	15.65	15.65	-	15.77	15.37

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Treated differently

Unweighted base	415	61	67	86	99	102	153	201
Base	124	31	23	26	23	21	49	45
Mean Treated differently	14.68	15.49	15.09	15.05	14.17	13.14	15.07	13.68
		G.I*	G*	G*	*	*	G.I	
Median Treated differently	14	15	14	16	14	13	15	13
Std. dev Treated differently	5.57	5.20	6.00	5.63	5.60	5.69	5.74	5.60

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Blame and judgement

Unweighted base	415	61	67	86	99	102	153	201
Base	124	31	23	26	23	21	49	45
Mean Blame and judgement	20.90	22.47	22.03	21.01	19.40	18.87	21.48	19.15
		F.G.I*	F.G.I*	G.I*	*	*	F.G.I	
Median Blame and judgement	22	25	23	22	20	20	23	20
Std. dev Blame and judgement	6.30	6.20	5.99	6.69	5.92	6.34	6.33	6.06

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Identity concerns

Unweighted base	415	61	67	86	99	102	153	201
Base	124	31	23	26	23	21	49	45
Mean Identity concerns	19.95	22.28	19.95	20.08	18.68	17.77	20.02	18.24
		E.F.G.H.I*	*	G.I*	*	*	G.I	
Median Identity concerns	20	23	21	20	18	17	20	17
Std. dev Identity concerns	6.86	5.42	7.40	7.12	7.53	6.62	7.18	7.05

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Total

Unweighted base	415	61	67	86	99	102	153	201
Base	124	31	23	26	23	21	49	45
Mean Total	55.52	60.23	57.07	56.14	52.26	49.79	56.57	51.07
		F.G.I*	G.I*	G.I*	*	*	F.G.I	
Median Total	56	60	60	58	53	50	59	52
Std. dev Total	15.65	12.70	16.29	15.70	16.85	16.36	15.81	16.47

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Treated differently

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base	124	6	16	11	7	12	12	13	16	14
Mean Treated differently	14.68	13.81**	14.67*	15.74*	15.95**	13.88**	15.36*	15.55**	14.92*	13.41*
Median Treated differently	14	15	15	16	17	12	15	16	15	13
Std. dev Treated differently	5.57	6.47	5.45	5.96	5.10	4.99	6.63	5.61	5.67	5.63

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Blame and judgement

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base	124	6	16	11	7	12	12	13	16	14
Mean Blame and judgement	20.90	20.55**	20.05*	22.56*	23.61**	19.24**	21.48*	21.34**	20.43*	19.92*
Median Blame and judgement	22	24	22	23	25	22	23	23	20	22
Std. dev Blame and judgement	6.30	7.65	6.34	6.31	4.96	6.62	7.05	5.51	6.52	6.66

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Identity concerns

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base	124	6	16	11	7	12	12	13	16	14
Mean Identity concerns	19.95	18.78**	20.32*	21.03*	21.35**	19.79**	20.17*	21.17**	19.21*	20.18*
Median Identity concerns	20	19	23	23	23	21	21	23	19	20
Std. dev Identity concerns	6.86	6.94	8.06	8.54	7.39	5.84	7.43	6.02	7.22	6.91

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Total

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base	124	6	16	11	7	12	12	13	16	14
Mean Total	55.52	53.14**	55.03*	59.33*	60.91**	52.91**	57.00*	58.06**	54.56*	53.51*
Median Total	56	56	57	61	60	54	62	62	55	53
Std. dev Total	15.65	18.51	16.86	17.61	13.59	14.31	18.56	14.80	17.41	14.70

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Treated differently

Unweighted base	415	23	38	3	351
Base	124	6	11	1	107
Mean Treated differently	14.68	14.73 **	13.40 *	16.03 **	14.79
Median Treated differently	14	17	14	24	14
Std. dev Treated differently	5.57	6.06	5.59	38.06	5.56

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Blame and judgement

Unweighted base	415	23	38	3	351
Base	124	6	11	1	107
Mean Blame and judgement	20.90	21.66 **	20.62 *	24.08 **	20.85
Median Blame and judgement	22	23	22	30	22
Std. dev Blame and judgement	6.30	6.45	6.85	29.90	6.29

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Identity concerns

Unweighted base	415	23	38	3	351
Base	124	6	11	1	107
Mean Identity concerns	19.95	20.47 **	17.64 *	13.21 **	20.22 T
Median Identity concerns	20	22	19	14	21
Std. dev Identity concerns	6.86	6.60	5.81	4.95	6.98

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) - Total

Unweighted base	415	23	38	3	351
Base	124	6	11	1	107
Mean Total	55.52	56.86 **	51.66 *	53.32 **	55.86
Median Total	56	62	52	66	57
Std. dev Total	15.65	16.02	13.74	56.66	15.93



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) and subscales

Unweighted base	415	415	-	230	185
<b>Base: All with Type 1 Diabetes who gave answers to each question</b>	124	124	-	70	55
% who agreed with at least one statement from Treated differently	53%	53%	- **	51%	56%
% who agreed with at least one statement from Blame and judgement	86%	86%	- **	82%	91%
% who agreed with at least one statement from Identity concerns	77%	77%	- **	75%	79%
% who agreed with at least one statement from Total scale	92%	92%	- **	90%	95%
% who agreed with no statements from Total scale	8%	8%	- **	10%	5%

The following statements are about stigma and type 2 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people think I cannot fulfil my responsibilities (e.g. work, family) because I have type 2 diabetes

Unweighted base	1137	-	1137	642	495
<b>Base: All with Type 2 Diabetes who gave answers to each question</b>	1424	-	1424	794	630
Strongly disagree	49%	- **	49%	49%	49%
Disagree	32%	- **	32%	31%	34%
Unsure	10%	- **	10%	10%	10%
Agree	7%	- **	7%	8%	6%
Strongly agree	2%	- **	2%	3%	2%
<b>Net: Disagree</b>	<b>81%</b>	<b>- **</b>	<b>81%</b>	<b>80%</b>	<b>83%</b>
<b>Net: Agree</b>	<b>9%</b>	<b>- **</b>	<b>9%</b>	<b>11%</b>	<b>8%</b>

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) and subscales

Unweighted base	415	61	67	86	99	102	153	201
Base: All with Type 1 Diabetes who gave answers to each question	124	31	23	26	23	21	49	45
% who agreed with at least one statement from Treated differently	53%	61%	48%	58%	54%	40%	54%	47%
		G*	*	G*	*	*	G	G
% who agreed with at least one statement from Blame and judgement	86%	89%	89%	88%	82%	79%	89%	80%
		*	*	*	*	*	G.I	
% who agreed with at least one statement from Identity concerns	77%	90%	77%	78%	69%	66%	78%	68%
		F.G.H.I*	*	*	*	*	G.I	
% who agreed with at least one statement from Total scale	92%	100%	92%	91%	89%	85%	92%	87%
		D.E.F.G.H.I*	*	*	*	*		
% who agreed with no statements from Total scale	8%	-	8%	9%	11%	15%	8%	13%
		*	C*	C*	C*	C*	C	C

The following statements are about stigma and type 2 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people think I cannot fulfil my responsibilities (e.g. work, family) because I have type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	49%	23%	50%	36%	50%	52%	41%	51%
		**	*		E.H	E.H	E	E.H
Disagree	32%	19%	24%	36%	28%	35%	32%	33%
		**	*	H		F		F
Unsure	10%	9%	13%	11%	14%	7%	12%	9%
		**	*		G.I		G	G
Agree	7%	29%	9%	13%	7%	5%	11%	5%
		**	*	G.I			G.I	
Strongly agree	2%	21%	5%	3%	1%	2%	4%	2%
		**	F*				F.I	
Net: Disagree	81%	42%	73%	73%	78%	87%	73%	84%
		**	*			D.E.F.H.I		D.E.F.H
Net: Agree	9%	49%	13%	16%	8%	6%	15%	7%
		**	G*	F.G.I			F.G.I	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) and subscales

Unweighted base	415	23	53	36	24	37	37	37	58	46
Base: All with Type 1 Diabetes who gave answers to each question	124	6	16	11	7	12	12	13	16	14
% who agreed with at least one statement from Treated differently	53%	50%	51%	51%	58%	45%	47%	64%	66%	51%
		**	*	*	**	**	*	**	*	*
% who agreed with at least one statement from Blame and judgement	86%	80%	86%	92%	93%	73%	84%	92%	88%	88%
		**	*	*	**	**	*	**	*	*
% who agreed with at least one statement from Identity concerns	77%	76%	80%	78%	85%	88%	74%	78%	64%	84%
		**	*	*	**	**	*	**	*	Q*
% who agreed with at least one statement from Total scale	92%	84%	96%	96%	93%	95%	86%	96%	93%	93%
		**	*	*	**	**	*	**	*	*
% who agreed with no statements from Total scale	8%	16%	4%	4%	7%	5%	14%	4%	7%	7%
		**	*	*	**	**	*	**	*	*

The following statements are about stigma and type 2 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people think I cannot fulfil my responsibilities (e.g. work, family) because I have type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	49%	41%	47%	55%	46%	47%	49%	41%	57%	53%
		*		P*	*				J.P.V	*
Disagree	32%	31%	36%	31%	36%	39%	31%	32%	26%	30%
		*		*	*	Q				*
Unsure	10%	18%	9%	7%	8%	5%	13%	13%	9%	7%
		L.N.R.T.V*		*	*		N	N		*
Agree	7%	9%	6%	3%	6%	8%	7%	10%	5%	9%
		*		*	*			L		*
Strongly agree	2%	-	3%	4%	4%	1%	-	5%	2%	1%
		*		O*	O*			O.V		*
Net: Disagree	81%	73%	83%	86%	82%	85%	80%	73%	84%	83%
		*		P*	*	P			P	*
Net: Agree	9%	9%	9%	7%	10%	9%	7%	15%	7%	10%
		*		*	*			O.Q.V		*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### Type 1 Diabetes Stigma Assessment Scale (DSAS-1) and subscales

Unweighted base	415	23	38	3	351
Base: All with Type 1 Diabetes who gave answers to each question	124	6	11	1	107
% who agreed with at least one statement from Treated differently	53%	51%	45%	40%	54%
		**	*	**	
% who agreed with at least one statement from Blame and judgement	86%	82%	80%	100%	86%
		**	*	**	
% who agreed with at least one statement from Identity concerns	77%	73%	70%	100%	78%
		**	*	**	Q
% who agreed with at least one statement from Total scale	92%	82%	86%	100%	93%
		**	*	**	
% who agreed with no statements from Total scale	8%	18%	14%	-	7%
		**	*	**	

The following statements are about stigma and type 2 diabetes. Some statements refer to your personal experiences, and some are about your views on society in general. Use the response options to indicate how much you agree or disagree with each statement. We are interested in what is true for YOU.

Some people think I cannot fulfil my responsibilities (e.g. work, family) because I have type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	49%	43%	48%	41%	49%
		*	*	**	P
Disagree	32%	41%	33%	19%	32%
		Q*	*	**	
Unsure	10%	7%	5%	28%	10%
		*	*	**	
Agree	7%	8%	9%	12%	7%
		*	*	**	
Strongly agree	2%	-	5%	-	2%
		*	O*	**	
Net: Disagree	81%	85%	82%	60%	81%
		*	*	**	P
Net: Agree	9%	8%	13%	12%	9%
		*	*	**	

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Because of my type 2 diabetes, health professionals have made negative judgements about me

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	27%	- **	27%	31% B	21%
Disagree	28%	- **	28%	30%	27%
Unsure	21%	- **	21%	21%	23%
Agree	19%	- **	19%	16%	22% A
Strongly agree	5%	- **	5%	3%	8% A
Net: Disagree	55%	- **	55%	61% B	48%
Net: Agree	24%	- **	24%	19%	30% A

Because I have type 2 diabetes, some people assume I must be overweight, or have been in the past

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	11%	- **	11%	13% B	8%
Disagree	15%	- **	15%	15%	14%
Unsure	18%	- **	18%	21% B	15%
Agree	42%	- **	42%	41%	43%
Strongly agree	15%	- **	15%	10%	20% A
Net: Disagree	25%	- **	25%	28% B	22%
Net: Agree	56%	- **	56%	51%	64% A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Because of my type 2 diabetes, health professionals have made negative judgements about me

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	27%	- **	28% *	18%	27% E	29% E.H	21% E	28% E.H
Disagree	28%	38% **	11% *	24% D.H	23% D	34% D.E.F.H.I	20% D	31% D.F.H
Unsure	21%	11% **	27% *	21%	23%	20%	23%	21%
Agree	19%	20% **	25% G*	28% G.I	22% G.I	14%	27% G.I	16% G
Strongly agree	5%	32% **	9% G*	9% F.G.I	4%	3% F.G.I	9% F.G.I	4%
Net: Disagree	55%	38% **	39% *	42%	50%	63% D.E.F.H.I	41%	59% D.E.F.H
Net: Agree	24%	52% **	33% G.I*	37% F.G.I	27% G.I	17% F.G.I	36% F.G.I	20% G

Because I have type 2 diabetes, some people assume I must be overweight, or have been in the past

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	11%	10% **	7% *	7%	9%	13% H	7%	12%
Disagree	15%	19% **	- *	9% D.H	10% D	20% D.E.F.H.I	6% D	17% D.E.F.H
Unsure	18%	9% **	27% E.H*	12%	17%	20% E	17% E	19% E
Agree	42%	41% **	45% *	47%	47% G.I	38% G	46% G	41% G
Strongly agree	15%	21% **	20% G*	25% G.I	18% G.I	10% G.I	23% G.I	12% G
Net: Disagree	25%	29% **	7% *	17% H	19% D	33% D.E.F.H.I	14%	28% D.E.F.H
Net: Agree	56%	62% **	65% G*	71% G.I	64% G.I	48% G.I	69% G.I	53% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Because of my type 2 diabetes, health professionals have made negative judgements about me

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	27%	22% *	17%	31% K*	30% K*	25%	20%	28% K	30% K.O	31% K*
Disagree	28%	35% *	34%	23% *	27% *	29%	35% Q	27%	24%	26% *
Unsure	21%	21% *	21%	24% *	23% *	23%	24%	20%	19%	18% *
Agree	19%	16% *	21%	20% *	17% *	19%	15%	17%	21%	20% *
Strongly agree	5%	7% *	7%	2% *	3% *	4%	5%	8%	5%	5% *
Net: Disagree	55%	57% *	51%	54% *	58% *	54%	55%	55%	54%	57% *
Net: Agree	24%	22% *	27%	22% *	20% *	23%	21%	25%	26%	25% *

Because I have type 2 diabetes, some people assume I must be overweight, or have been in the past

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	11%	13% *	8%	13% *	10% *	12%	9%	12%	11%	13% *
Disagree	15%	16% *	13%	16% *	13% *	9%	21% N.R.V	14%	14%	10% *
Unsure	18%	8% *	22% J	17% *	24% J.Q*	16%	18%	23% J.Q	14%	20% *
Agree	42%	52% O*	40%	38% *	40% *	52% O.P.V	36%	39%	44%	45% *
Strongly agree	15%	10% *	17%	17% *	13% *	11%	15%	13%	17%	12% *
Net: Disagree	25%	29% *	21%	28% *	22% *	21%	31%	26%	26%	22% *
Net: Agree	56%	63% *	57%	55% *	53% *	63%	51%	51%	61%	58% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Because of my type 2 diabetes, health professionals have made negative judgements about me

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	27%	30% *	30% K*	22% **	26% K
Disagree	28%	25% *	29% *	30% **	28%
Unsure	21%	26% *	15% *	38% **	21%
Agree	19%	14% *	22% *	10% **	19%
Strongly agree	5%	5% *	4% *	- **	5%
Net: Disagree	55%	55% *	59% *	52% **	55%
Net: Agree	24%	19% *	26% *	10% **	24%

Because I have type 2 diabetes, some people assume I must be overweight, or have been in the past

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	11%	6% *	11% *	- **	11%
Disagree	15%	11% *	23% N.R.V*	29% **	14%
Unsure	18%	26% J.Q*	14% *	18% **	18%
Agree	42%	37% *	42% *	27% **	42%
Strongly agree	15%	20% *	11% *	26% **	14%
Net: Disagree	25%	17% *	34% *	29% **	25%
Net: Agree	56%	57% *	52% *	53% **	57%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Some people treat me like I'm "sick" or "ill" because I have type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	30%	- **	30%	31%	30%
Disagree	36%	- **	36%	33%	39%
Unsure	16%	- **	16%	18%	14%
Agree	15%	- **	15%	15%	14%
Strongly agree	3%	- **	3%	3%	3%
Net: Disagree	66%	- **	66%	64%	69%
Net: Agree	18%	- **	18%	18%	17%

There is blame and shame surrounding type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	19%	- **	19%	24%	13%
Disagree	20%	- **	20%	24%	15%
Unsure	19%	- **	19%	20%	18%
Agree	29%	- **	29%	25%	34%
Strongly agree	12%	- **	12%	7%	19%
Net: Disagree	39%	- **	39%	48%	29%
Net: Agree	41%	- **	41%	32%	54%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Some people treat me like I'm "sick" or "ill" because I have type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	30%	- **	21% *	25%	28%	35% D.E.F.H	23%	33% E.F.H
Disagree	36%	40% **	34% *	37%	37%	35%	36%	36%
Unsure	16%	- **	21% *	19%	16%	15%	19%	15%
Agree	15%	49% **	20% *	15%	15%	13%	17%	14%
Strongly agree	3%	11% **	4% *	5%	3%	2%	4%	3%
Net: Disagree	66%	40% **	55% *	62%	65%	70% D.E.H	60%	69% D.H
Net: Agree	18%	60% **	24% *	20%	19%	15%	21%	16%

There is blame and shame surrounding type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	19%	- **	10% *	14%	14%	25% D.E.F.H.I	13%	21% D.E.F.H
Disagree	20%	9% **	15% *	11%	15%	26% E.F.H.I	12%	23% E.F.H
Unsure	19%	9% **	22% *	15%	20%	20%	18%	20%
Agree	29%	53% **	37% G*	39% G.I	35% G.I	22%	39% G.I	26% G
Strongly agree	12%	30% **	16% G*	20% G.I	16% G.I	8%	19% G.I	10% G
Net: Disagree	39%	9% **	25% *	25%	29%	51% D.E.F.H.I	25%	44% D.E.F.H
Net: Agree	41%	83% **	53% G.I*	59% G.I	51% G.I	30%	57% G.I	36% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Some people treat me like I'm "sick" or "ill" because I have type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	30%	19% *	25%	34% *	33% *	23%	30%	33% J	35% J.N.S	35% J*
Disagree	36%	43% *	34%	32% *	33% *	43%	42%	31%	32%	36% *
Unsure	16%	19% *	20%	17% *	19% *	18%	13%	13%	16%	14% *
Agree	15%	18% *	16%	15% *	15% *	12%	10%	17%	14%	10% *
Strongly agree	3%	- *	5%	2% *	- *	3%	4%	6% M	3%	5% *
Net: Disagree	66%	62% *	59%	66% *	66% *	67%	72% K	65%	67%	71% *
Net: Agree	18%	18% *	21%	17% *	15% *	15%	14%	23%	17%	15% *

There is blame and shame surrounding type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	19%	18% *	14%	20% *	19% *	16%	18%	19%	22%	21% *
Disagree	20%	21% *	24% R	24% R*	22% R*	15%	22% R	22% R	22% R	11% *
Unsure	19%	22% *	19%	16% *	17% *	26% Q	19%	20%	14%	22% *
Agree	29%	20% *	28%	33% *	24% *	31%	24%	27%	35% J.O	34% *
Strongly agree	12%	19% L.Q*	15% Q	8% *	18% L.Q*	12%	17% L.Q	12%	6%	13% *
Net: Disagree	39%	39% *	38%	43% *	41% *	31%	40%	41%	44% N.R	32% *
Net: Agree	41%	39% *	44%	40% *	42% *	43%	41%	39%	42%	46% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Some people treat me like I'm "sick" or "ill" because I have type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	30%	18% *	34% *	38% **	31%
Disagree	36%	44% *	34% *	30% **	36%
Unsure	16%	23% T*	9% *	5% **	16%
Agree	15%	15% *	21% O*	27% **	14%
Strongly agree	3%	- *	2% *	- **	3%
Net: Disagree	66%	62% *	68% *	68% **	66%
Net: Agree	18%	15% *	23% *	27% **	17%

There is blame and shame surrounding type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	19%	24% *	26% K*	18% **	19%
Disagree	20%	18% *	16% *	19% **	21% R
Unsure	19%	17% *	24% *	18% **	19%
Agree	29%	32% *	23% *	29% **	29%
Strongly agree	12%	10% *	11% *	16% **	13% Q
Net: Disagree	39%	42% *	43% *	37% **	39%
Net: Agree	41%	41% *	34% *	45% **	42%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### I feel embarrassed because of my type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	40%	- **	40%	45% B	34%
Disagree	36%	- **	36%	36%	36%
Unsure	7%	- **	7%	6%	8%
Agree	14%	- **	14%	12%	16%
Strongly agree	4%	- **	4%	2%	6%
Net: Disagree	76%	- **	76%	80% B	70%
Net: Agree	18%	- **	18%	14% A	22%

#### I have been discriminated against in the workplace because of my type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	48%	- **	48%	54% B	41%
Disagree	35%	- **	35%	32%	38%
Unsure	10%	- **	10%	8%	13%
Agree	5%	- **	5%	4%	6%
Strongly agree	2%	- **	2%	1%	3%
Net: Disagree	83%	- **	83%	86% B	79%
Net: Agree	7%	- **	7%	5% A	8%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### I feel embarrassed because of my type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	40%	23% **	25% *	28%	29%	50% D.E.F.H.I	27%	44% D.E.F.H
Disagree	36%	20% **	33% *	35%	40%	35%	35%	37%
Unsure	7%	17% **	4% *	9% G	10% G.I	5%	8%	6% G
Agree	14%	19% **	28% G.I*	20% G.I	18% G.I	8%	23% G.I	11% G
Strongly agree	4%	21% **	10% F.G.I*	8% F.G.I	3%	2%	8% F.G.I	2%
Net: Disagree	76%	43% **	58% *	63%	69%	85% D.E.F.H.I	61%	80% D.E.F.H
Net: Agree	18%	40% **	38% F.G.I*	28% G.I	22% G.I	10%	31% F.G.I	14% G

#### I have been discriminated against in the workplace because of my type 2 diabetes

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Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	48%	23% **	41% *	39%	43%	55% D.E.F.H.I	39%	51% E.F.H
Disagree	35%	28% **	36% *	36%	34%	35%	36%	35%
Unsure	10%	- **	16% G*	10%	17% E.G.I	6%	12% G	10% G
Agree	5%	39% **	4% *	13% D.F.G.H.I	4%	2%	10% D.F.G.I	3%
Strongly agree	2%	11% **	2% *	2%	2%	1%	2%	2%
Net: Disagree	83%	50% **	77% *	74%	76%	90% D.E.F.H.I	75%	86% E.F.H
Net: Agree	7%	50% **	6% *	16% F.G.H.I	6% I	4%	13% F.G.I	4%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### I feel embarrassed because of my type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	40%	45% *	37%	38% *	43% *	40%	41%	42%	38%	34% *
Disagree	36%	25% *	45% J.R.V	33% *	42% *	36%	39%	33%	36%	30% *
Unsure	7%	8% *	3%	10% K*	4% *	8%	5%	7%	8%	10% K*
Agree	14%	18% *	12%	12% *	10% *	13%	10%	14%	16%	20% O.T*
Strongly agree	4%	4% *	4%	6% *	1% *	3%	5%	4%	2%	5% *
Net: Disagree	76%	70% *	82% R	72% *	85% L.R*	76%	80% R	74%	74%	64% *
Net: Agree	18%	21% *	16%	18% *	11% *	16%	15%	19%	18%	26% M.O.V*

#### I have been discriminated against in the workplace because of my type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	48%	49% *	48%	46% *	46% *	45%	46%	46%	53%	50% *
Disagree	35%	32% *	34%	38% *	39% *	43% P	41% P	28%	34%	31% *
Unsure	10%	11% *	9%	13% *	8% *	8%	10%	13%	9%	14% *
Agree	5%	7% *	4%	2% *	5% *	4%	3%	10% L.O.Q.V	3%	4% *
Strongly agree	2%	2% *	5% O.V	2% *	2% *	1%	-	2%	1%	1% *
Net: Disagree	83%	80% *	82%	83% *	85% *	88% P	87% P	75%	87% P	81% *
Net: Agree	7%	9% *	9%	4% *	7% *	5%	3%	12% L.N.O.Q.V	4%	5% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### I feel embarrassed because of my type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	40%	40% *	43% *	49% **	39%
Disagree	36%	34% *	37% *	41% **	36%
Unsure	7%	2% *	5% *	5% **	7%
Agree	14%	19% *	9% *	5% **	14%
Strongly agree	4%	5% *	5% *	- **	4%
Net: Disagree	76%	74% *	80% R*	90% **	75% R
Net: Agree	18%	24% *	14% *	5% **	18%

#### I have been discriminated against in the workplace because of my type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	48%	47% *	55% *	48% **	48%
Disagree	35%	31% *	30% *	29% **	35%
Unsure	10%	10% *	10% *	- **	10%
Agree	5%	8% *	6% *	23% **	5%
Strongly agree	2%	4% O*	- *	- **	2%
Net: Disagree	83%	78% *	85% *	77% **	83% P
Net: Agree	7%	12% O*	6% *	23% **	6%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Health professionals think that people with type 2 diabetes don't know how to take care of themselves

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	17%	- **	17%	21% B	12%
Disagree	26%	- **	26%	29% B	23%
Unsure	25%	- **	25%	24%	25%
Agree	26%	- **	26%	22% A	31%
Strongly agree	7%	- **	7%	5% A	9%
Net: Disagree	43%	- **	43%	49% B	35%
Net: Agree	32%	- **	32%	27% A	40%

I'm ashamed of having type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	43%	- **	43%	48% B	36%
Disagree	30%	- **	30%	30%	32%
Unsure	7%	- **	7%	7%	8%
Agree	15%	- **	15%	13% A	17%
Strongly agree	5%	- **	5%	3% A	7%
Net: Disagree	73%	- **	73%	78% B	68%
Net: Agree	19%	- **	19%	16% A	24%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Health professionals think that people with type 2 diabetes  
don't know how to take care of themselves

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	17%	12% **	19% E.F*	9%	9%	22% E.F.H.I	12% E	18% E.F.H
Disagree	26%	19% **	15% *	21%	27% D.H	29% D.E.H	19%	29% D.E.H
Unsure	25%	19% **	29% *	24%	28%	23%	25%	24%
Agree	26%	31% **	34% G*	34% G.I	29% G.I	21%	34% G.I	24% G
Strongly agree	7%	19% **	4% *	13% G.H.I	7%	5%	10% G.I	5%
Net: Disagree	43%	32% **	33% *	30%	36%	51% D.E.F.H.I	31%	47% D.E.F.H
Net: Agree	32%	49% **	38% G*	46% F.G.I	37% G.I	26% G.I	44% G.I	29% G

I'm ashamed of having type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	43%	12% **	25% *	30%	32%	54% D.E.F.H.I	28%	47% D.E.F.H
Disagree	30%	30% **	40% *	31%	33%	28%	34%	30%
Unsure	7%	- **	5% *	10% G	11% G.I	5%	8%	7% G
Agree	15%	39% **	17% *	22% G.I	19% G.I	10%	21% G.I	13% G
Strongly agree	5%	19% **	13% F.G.I*	7% G	5% I	3%	9% E.G.I	4%
Net: Disagree	73%	42% **	65% *	61%	64%	82% D.E.F.H.I	62%	77% D.E.F.H
Net: Agree	19%	58% **	31% G.I*	29% G.I	24% G.I	12% G.I	30% G.I	16% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Health professionals think that people with type 2 diabetes don't know how to take care of themselves

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	17%	21% *	13%	17% *	23% *	13%	14%	13%	20%	16% *
Disagree	26%	19% *	30% S	31% S*	21% *	27% S	28% S	24% S	28% S	28% S*
Unsure	25%	18% *	20%	19% *	27% *	33% K.L.Q.V	32% L.Q	28%	20%	22% *
Agree	26%	32% *	28%	24% *	26% *	18%	21%	27%	27%	28% *
Strongly agree	7%	10% *	9%	9% *	3% *	9%	4%	7%	4%	6% *
Net: Disagree	43%	40% *	43%	47% *	44% *	40%	43%	37%	48% S	44% *
Net: Agree	32%	42% O*	37%	34% *	29% *	28%	26%	35%	32%	34% *

I'm ashamed of having type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	43%	47% *	40%	43% *	42% *	38%	43%	47%	42%	40% *
Disagree	30%	22% *	32%	34% *	31% *	33%	33%	25%	31%	30% *
Unsure	7%	14% L*	7%	4% *	10% *	9%	7%	7%	7%	10% *
Agree	15%	14% *	15%	12% *	13% *	16%	14%	17%	16%	15% *
Strongly agree	5%	4% *	7%	7% *	4% *	4%	4%	4%	4%	5% *
Net: Disagree	73%	69% *	71%	77% *	72% *	72%	76%	72%	73%	70% *
Net: Agree	19%	17% *	22%	19% *	17% *	20%	18%	21%	20%	20% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Health professionals think that people with type 2 diabetes don't know how to take care of themselves

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	17%	21% *	20% *	5% **	16%
Disagree	26%	10% *	32% S*	15% **	27% S
Unsure	25%	24% *	20% *	54% **	24%
Agree	26%	36% N*	22% *	22% **	26%
Strongly agree	7%	8% *	5% *	5% **	7%
Net: Disagree	43%	31% *	53% P.S*	20% **	43%
Net: Agree	32%	45% N.O*	28% *	26% **	32%

I'm ashamed of having type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	43%	43% *	44% *	58% **	42%
Disagree	30%	27% *	33% *	37% **	30%
Unsure	7%	6% *	6% *	- **	8%
Agree	15%	15% *	11% *	5% **	15%
Strongly agree	5%	9% *	5% *	- **	5%
Net: Disagree	73%	70% *	77% *	95% **	73%
Net: Agree	19%	24% *	17% *	5% **	20%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Some people see me as a lesser person because I have type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	36%	- **	36%	41% B	29%
Disagree	27%	- **	27%	26%	27%
Unsure	23%	- **	23%	22%	23%
Agree	13%	- **	13%	10%	16%
Strongly agree	3%	- **	3%	1%	4%
Net: Disagree	62%	- **	62%	67% B	57%
Net: Agree	15%	- **	15%	11%	20% A

Because I have type 2 diabetes, I feel like I am not good enough

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	46%	- **	46%	50% B	40%
Disagree	32%	- **	32%	32%	33%
Unsure	9%	- **	9%	9%	9%
Agree	11%	- **	11%	9%	14%
Strongly agree	2%	- **	2%	1%	4%
Net: Disagree	78%	- **	78%	81% B	73%
Net: Agree	13%	- **	13%	10%	18% A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Some people see me as a lesser person because I have type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	36%	12% **	27% *	23%	29%	44% D.E.F.H.I	24%	39% E.F.H
Disagree	27%	30% **	16% *	30% D.H	27%	27%	26% D	27%
Unsure	23%	- **	40% E.G.H.I*	24%	28% G.I	18%	29% E.G.I	21% G
Agree	13%	37% **	14% *	17% G.I	14%	10%	16% G	11%
Strongly agree	3%	21% **	3% *	7% F.G.I	2%	1%	6% G.I	1%
Net: Disagree	62%	42% **	43% *	53%	56%	71% D.E.F.H.I	50%	66% D.E.F.H
Net: Agree	15%	58% **	17% *	24% F.G.I	16% G.I	11%	22% G.I	13% G

Because I have type 2 diabetes, I feel like I am not good enough

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	46%	33% **	29% *	28%	38% E.H	56% D.E.F.H.I	28%	51% D.E.F.H
Disagree	32%	48% **	34% *	33%	32%	31%	33%	32%
Unsure	9%	- **	10% *	14% G.I	13% G.I	6%	13% G.I	8% G
Agree	11%	19% **	22% G.I*	20% G.I	14% G.I	6%	20% G.I	8% G
Strongly agree	2%	- **	6% G.I*	5% G.I	2%	1%	5% G.I	2%
Net: Disagree	78%	81% **	63% *	61%	70% E.H	87% D.E.F.H.I	62%	82% D.E.F.H
Net: Agree	13%	19% **	27% G.I*	25% F.G.I	17% G.I	7%	26% F.G.I	10% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Some people see me as a lesser person because I have type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	36%	35% *	29%	35% *	35% *	35%	33%	38%	39%	35% *
Disagree	27%	29% *	28%	25% *	30% *	35% P	31%	22%	25%	22% *
Unsure	23%	22% *	27%	29% Q.T*	23% *	20%	23%	23%	18%	24% *
Agree	13%	13% *	12%	7% *	11% *	9%	10%	16%	15%	18% L*
Strongly agree	3%	2% *	5%	3% *	1% *	1%	4%	1%	3%	2% *
Net: Disagree	62%	63% *	56%	60% *	65% *	70% K.S	64%	60%	64%	57% *
Net: Agree	15%	15% *	17%	11% *	13% *	10%	14%	17%	18%	19% *

Because I have type 2 diabetes, I feel like I am not good enough

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	46%	42% *	46%	40% *	50% *	42%	49%	47%	48%	44% *
Disagree	32%	29% *	25%	40% K*	34% *	38% K	32%	28%	30%	32% *
Unsure	9%	10% *	7%	5% *	8% *	7%	8%	12%	13%	8% *
Agree	11%	16% T*	19% Q.T.V	11% *	9% *	13%	10%	10%	7%	16% Q.T*
Strongly agree	2%	3% *	3%	3% *	- *	1%	2%	4%	2%	1% *
Net: Disagree	78%	71% *	71%	81% *	83% *	80%	81%	75%	78%	75% *
Net: Agree	13%	19% Q*	22% M.O.Q.T.V	14% *	9% *	13%	11%	14%	9%	16% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Some people see me as a lesser person because I have type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	36%	31% *	47% K*	28% **	35%
Disagree	27%	21% *	26% *	37% **	27%
Unsure	23%	29% *	14% *	23% **	23%
Agree	13%	17% *	10% *	11% **	13%
Strongly agree	3%	2% *	3% *	- **	3%
Net: Disagree	62%	52% *	73% K.R.S*	66% **	62%
Net: Agree	15%	19% *	12% *	11% **	15%

Because I have type 2 diabetes, I feel like I am not good enough

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	46%	44% *	45% *	42% **	46%
Disagree	32%	31% *	38% *	34% **	32%
Unsure	9%	9% *	7% *	13% **	9%
Agree	11%	10% *	5% *	6% **	12% Q
Strongly agree	2%	5% M*	4% *	5% **	2%
Net: Disagree	78%	76% *	84% *	76% **	77%
Net: Agree	13%	15% *	9% *	11% **	14% Q



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

There is a negative stigma about type 2 diabetes being a 'lifestyle disease'

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	14%	- **	14%	19% B	8%
Disagree	15%	- **	15%	19% B	11%
Unsure	18%	- **	18%	18%	17%
Agree	39%	- **	39%	36% A	43%
Strongly agree	14%	- **	14%	9% A	20%
Net: Disagree	29%	- **	29%	37% B	20%
Net: Agree	53%	- **	53%	45% A	63%

Having type 2 diabetes makes me feel like a failure

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	39%	- **	39%	45% B	31%
Disagree	34%	- **	34%	35%	34%
Unsure	9%	- **	9%	8%	12% A
Agree	13%	- **	13%	10% A	17%
Strongly agree	4%	- **	4%	2% A	6%
Net: Disagree	73%	- **	73%	80% B	65%
Net: Agree	17%	- **	17%	12% A	23%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

There is a negative stigma about type 2 diabetes being a 'lifestyle disease'

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	14%	- **	7% *	9%	8%	20% D.E.F.H.I	8%	16% E.F.H
Disagree	15%	12% **	12% *	11%	10%	20% E.F.H.I	11%	17% F
Unsure	18%	9% **	4% *	13% H	18% D.H	20% D.E.H	10%	20% D.E.H
Agree	39%	69% **	52% G.I*	44% G.I	44% G.I	33%	47% G.I	36% G
Strongly agree	14%	10% **	25% G.I*	23% G.I	20% G.I	8%	24% G.I	11% G
Net: Disagree	29%	12% **	18% *	20%	18%	39% D.E.F.H.I	19%	33% D.E.F.H
Net: Agree	53%	79% **	77% F.G.I*	67% G.I	64% G.I	41%	70% G.I	48% G

Having type 2 diabetes makes me feel like a failure

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	39%	21% **	26% *	25%	28%	50% D.E.F.H.I	25%	43% D.E.F.H
Disagree	34%	50% **	30% *	34%	37%	34%	33%	35%
Unsure	9%	- **	14% *	13% G	12% G.I	7%	13% G.I	9% G
Agree	13%	19% **	20% G.I*	21% G.I	18% G.I	8%	21% G.I	11% G
Strongly agree	4%	11% **	10% G.I*	7% G.I	5% G.I	2%	8% G.I	3% G
Net: Disagree	73%	71% **	56% *	59%	64%	84% D.E.F.H.I	58%	78% D.E.F.H
Net: Agree	17%	29% **	31% G.I*	28% G.I	23% G.I	9%	29% G.I	14% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

There is a negative stigma about type 2 diabetes being a 'lifestyle disease'

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	14%	16% *	13%	16% *	14% *	12%	12%	15%	17%	14% *
Disagree	15%	22% N*	17%	12% *	18% *	9%	16%	13%	15%	17% *
Unsure	18%	18% *	11%	19% *	18% *	21% K.Q	27% K.Q.R.S.V	19%	12%	16% *
Agree	39%	33% *	40% O	36% *	39% *	49% O.T.V	27% O	41% O	43% O.T	41% O*
Strongly agree	14%	11% *	19%	17% *	11% *	10%	17%	13%	13%	12% *
Net: Disagree	29%	38% N.S*	30%	28% *	31% *	20%	29%	28%	32% N	31% *
Net: Agree	53%	44% *	59% O.T	53% *	50% *	58% O.T	44%	54% T	56% O.T	53% *

Having type 2 diabetes makes me feel like a failure

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	39%	30% *	38%	38% *	41% *	37%	39%	39%	42%	35% *
Disagree	34%	39% *	34%	34% *	37% *	35%	38%	32%	35%	31% *
Unsure	9%	13% K*	4%	12% K*	6% *	11%	10%	10%	10%	14% K*
Agree	13%	15% *	17%	10% *	13% *	17%	9%	13%	11%	17% *
Strongly agree	4%	3% *	7% N	6% N*	3% *	-	4% N	5% N	3%	4% *
Net: Disagree	73%	70% *	72%	72% *	78% *	72%	76%	72%	77%	66% *
Net: Agree	17%	18% *	23% O.Q	16% *	16% *	17%	13%	18%	13%	20% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

There is a negative stigma about type 2 diabetes being a 'lifestyle disease'

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	14%	11% *	13% *	5% **	14%
Disagree	15%	8% *	26% L.N.P.S.V* K.Q*	18% **	15%
Unsure	18%	10% *	23% K.Q*	20% **	17% K.Q
Agree	39%	47% O.T*	27% *	57% **	39% O
Strongly agree	14%	24% N*	10% *	- **	14%
Net: Disagree	29%	19% *	39% N.S*	23% **	29% N
Net: Agree	53%	71% J.M.O.P.T.V*	38% *	57% **	53% O.T

Having type 2 diabetes makes me feel like a failure

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	39%	42% *	47% *	37% **	38%
Disagree	34%	27% *	32% *	45% **	35%
Unsure	9%	8% *	5% *	7% **	10% K
Agree	13%	17% *	11% *	11% **	13%
Strongly agree	4%	7% N*	6% N*	- **	4% N
Net: Disagree	73%	68% *	79% *	82% **	73%
Net: Agree	17%	24% *	16% *	11% **	17%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

Some people exclude me from social occasions that involve food / drink they think I shouldn't have

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	49%	- **	49%	52% B	45%
Disagree	35%	- **	35%	34%	36%
Unsure	9%	- **	9%	7%	10%
Agree	6%	- **	6%	5%	6%
Strongly agree	2%	- **	2%	1%	2%
Net: Disagree	84%	- **	84%	87% B	81%
Net: Agree	7%	- **	7%	6%	9%

I feel guilty for having type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	42%	- **	42%	48% B	34%
Disagree	28%	- **	28%	28%	27%
Unsure	9%	- **	9%	9%	10%
Agree	15%	- **	15%	11% A	19%
Strongly agree	6%	- **	6%	4% A	9%
Net: Disagree	70%	- **	70%	77% B	61%
Net: Agree	21%	- **	21%	15% A	28%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

Some people exclude me from social occasions that involve food / drink they think I shouldn't have

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	49%	12% **	37% *	38%	47% H	55% D.E.F.H.I	38%	53% D.E.F.H
Disagree	35%	11% **	44% *	40%	35%	33%	41% G.I	34%
Unsure	9%	- **	12% *	11%	9%	8%	11%	8%
Agree	6%	56% **	5% *	8% G	7% G.I	3%	7% G	4% G
Strongly agree	2%	21% **	2% *	3% G.I	2%	1%	3% G.I	1%
Net: Disagree	84%	23% **	81% *	78%	82%	89% E.F.H.I	79%	87% E.F.H
Net: Agree	7%	77% **	7% *	11% G.I	9% G.I	4%	10% G.I	5% G

I feel guilty for having type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	42%	23% **	27% *	24%	33% E.H	53% D.E.F.H.I	25%	47% D.E.F.H
Disagree	28%	9% **	23% *	33%	28%	27%	30%	27%
Unsure	9%	9% **	15% G*	12%	10%	8%	13% G.I	9%
Agree	15%	31% **	23% G.I*	20% G.I	21% G.I	9%	21% G.I	13% G
Strongly agree	6%	29% **	12% G.I*	11% G.I	7% G.I	3%	11% G.I	4% G
Net: Disagree	70%	32% **	50% *	57%	61%	81% D.E.F.H.I	55%	75% D.E.F.H
Net: Agree	21%	60% **	35% G.I*	31% G.I	29% G.I	12%	32% G.I	17% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

Some people exclude me from social occasions that involve food / drink they think I shouldn't have

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	49%	50% *	47%	50% *	53% *	43%	49%	51%	50%	47% *
Disagree	35%	36% *	32%	39% *	36% *	41% P	38%	27%	35%	42% P*
Unsure	9%	9% *	13%	8% *	7% *	7%	8%	7%	8%	7% *
Agree	6%	6% *	6%	3% *	4% *	7%	4%	11% L.O.R.V	5%	2% *
Strongly agree	2%	- *	2%	- *	- *	2%	2%	4% L.V	2%	3% *
Net: Disagree	84%	86% *	79%	89% P*	89% P*	84%	87%	78%	85%	88% P*
Net: Agree	7%	6% *	8%	3% *	4% *	9%	6%	15% L.M.O.Q.R.V	7%	5% *

I feel guilty for having type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	42%	39% *	38%	46% *	44% *	35%	46%	45%	44%	39% *
Disagree	28%	30% *	28%	22% *	25% *	30%	27%	26%	28%	24% *
Unsure	9%	8% *	10%	13% *	8% *	8%	11%	9%	8%	15% *
Agree	15%	12% *	15% T	14% *	18% T*	21% O.T	9%	16% T	16% T	16% T*
Strongly agree	6%	10% *	8%	5% *	5% *	6%	6%	5%	5%	6% *
Net: Disagree	70%	69% *	66%	68% *	69% *	65%	74%	71%	72%	63% *
Net: Agree	21%	22% *	23%	19% *	24% *	26% O.T	15%	20%	21%	22% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

Some people exclude me from social occasions that involve food / drink they think I shouldn't have

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	49%	50% *	52% *	39% **	49%
Disagree	35%	29% *	31% *	36% **	36% P
Unsure	9%	13% *	9% *	20% **	8%
Agree	6%	8% *	6% *	5% **	5%
Strongly agree	2%	- *	2% *	- **	2%
Net: Disagree	84%	79% *	84% *	75% **	85% P
Net: Agree	7%	8% *	7% *	5% **	7%

I feel guilty for having type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	42%	39% *	44% *	42% **	42%
Disagree	28%	30% *	35% *	42% **	27%
Unsure	9%	7% *	8% *	- **	10%
Agree	15%	19% T*	5% *	17% **	15% O.T
Strongly agree	6%	5% *	8% *	- **	6%
Net: Disagree	70%	69% *	79% N.R*	83% **	69%
Net: Agree	21%	24% *	13% *	17% **	21%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

I have been told that I brought my type 2 diabetes on myself

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	32%	- **	32%	32%	32%
Disagree	32%	- **	32%	33%	30%
Unsure	10%	- **	10%	10%	9%
Agree	21%	- **	21%	20%	22%
Strongly agree	6%	- **	6%	5%	7%
Net: Disagree	64%	- **	64%	65%	62%
Net: Agree	27%	- **	27%	25%	29%

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	58%	- **	58%	62% B	53%
Disagree	33%	- **	33%	30%	36% A
Unsure	7%	- **	7%	6%	8%
Agree	3%	- **	3%	2%	3%
Strongly agree	0%	- **	0%	0%	0%
Net: Disagree	91%	- **	91%	92%	89%
Net: Agree	3%	- **	3%	3%	3%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

I have been told that I brought my type 2 diabetes on myself

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	32%	21% **	22% *	26%	26%	38% D.E.F.H.I	24%	34% D.E.F.H
Disagree	32%	19% **	32% *	25%	31%	34% E	27%	33% E
Unsure	10%	- **	7% *	10%	12%	9%	9%	10%
Agree	21%	31% **	27% G*	30% G.I	26% G.I	15%	29% G.I	19% G
Strongly agree	6%	29% **	12% G.I*	9% G.I	5%	3% F.G.I	10%	4%
Net: Disagree	64%	40% **	53% *	51%	57%	72% D.E.F.H.I	52%	67% D.E.F.H
Net: Agree	27%	60% **	40% G.I*	39% G.I	32% G.I	19% G.I	39% G.I	23% G

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	58%	12% **	52% *	47%	55%	64% E.F.H.I	49%	61% E.F.H
Disagree	33%	58% **	38% *	35%	33%	31%	36%	32%
Unsure	7%	9% **	3% *	11% G.H.I	10% G.I	4%	9% G	6% G
Agree	3%	21% **	7% F.G.I*	6% F.G.I	2%	1% F.G.I	6% F.G.I	1%
Strongly agree	0%	- **	- *	1% G.I	0%	-	1%	0%
Net: Disagree	91%	71% **	90% *	82%	88%	95% E.F.H.I	85%	93% E.F.H
Net: Agree	3%	21% **	7% G.I*	7% F.G.I	2%	1% F.G.I	7% F.G.I	1%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

I have been told that I brought my type 2 diabetes on myself

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	32%	44% K.O.P.R.V*	24%	30% *	33% *	34%	27%	29%	40% K.O.P.R.V	27% *
Disagree	32%	20% *	37% J.P	37% J.P*	41% J.P.Q*	31%	39% J.P.Q	24%	27%	28% *
Unsure	10%	13% *	7%	8% *	8% *	6%	11% K.L.N.Q.V	18%	8%	11% *
Agree	21%	22% *	24%	19% *	15% *	23%	19%	24%	18%	27% *
Strongly agree	6%	2% *	7%	6% *	4% *	6%	4%	5%	7%	6% *
Net: Disagree	64%	64% *	62%	67% P*	73% P.R*	64%	66% P	53%	67% P	56% *
Net: Agree	27%	24% *	32%	24% *	19% *	29%	23%	29%	25%	34% M*

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	58%	56% *	55%	64% *	59% *	58%	54%	56%	60%	55% *
Disagree	33%	28% *	40% T	35% *	29% *	36% T	38% T	32%	32%	34% *
Unsure	7%	14% K.L.N.V*	3%	2% *	11% K.L.N*	3%	7%	9% L	6%	6% *
Agree	3%	2% *	1%	- *	1% *	3%	1%	3%	2%	5% L*
Strongly agree	0%	- *	1%	- *	- *	-	-	1%	-	1% *
Net: Disagree	91%	84% *	95% J.P.S.T	98% M.O.P.Q.R.S.T.V	88% *	94% J.T	92%	88%	92%	89% *
Net: Agree	3%	2% *	2%	- *	1% *	3%	1%	4%	2%	6% L.V*

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

I have been told that I brought my type 2 diabetes on myself

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	32%	37% *	35% *	32% **	32%
Disagree	32%	31% *	32% *	24% **	32% J,P
Unsure	10%	8% *	10% *	5% **	10%
Agree	21%	15% *	18% *	39% **	21%
Strongly agree	6%	9% *	5% *	- **	6%
Net: Disagree	64%	67% *	67% *	56% **	63% P
Net: Agree	27%	24% *	23% *	39% **	27%

I have been rejected by others (e.g. friends, colleagues, romantic partners) because of my type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	58%	59% *	64% *	60% **	57%
Disagree	33%	27% *	22% *	24% **	34% T
Unsure	7%	7% *	9% L*	11% **	6% L
Agree	3%	7% K.L.O.V*	6% L*	5% **	2%
Strongly agree	0%	- *	- *	- **	0%
Net: Disagree	91%	85% *	85% *	84% **	91% J
Net: Agree	3%	7% L.O.V*	6% L*	5% **	2%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### I blame myself for having type 2 diabetes

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	27%	- **	27%	29%	25%
Disagree	22%	- **	22%	21%	23%
Unsure	13%	- **	13%	13%	12%
Agree	28%	- **	28%	28%	28%
Strongly agree	10%	- **	10%	8%	11%
Net: Disagree	50%	- **	50%	50%	49%
Net: Agree	38%	- **	38%	36%	39%

#### Because I have type 2 diabetes, some people judge me for my food choices

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
Strongly disagree	25%	- **	25%	31% B	17%
Disagree	23%	- **	23%	25%	21%
Unsure	19%	- **	19%	19%	20%
Agree	25%	- **	25%	20% A	30%
Strongly agree	8%	- **	8%	5% A	12%
Net: Disagree	48%	- **	48%	56% B	38%
Net: Agree	33%	- **	33%	26% A	42%

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### I blame myself for having type 2 diabetes

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	27%	19% **	20% *	16%	21%	34% D.E.F.H.I	18%	30% E.F.H
Disagree	22%	9% **	22% *	21%	17%	25% F.I	21%	23% F
Unsure	13%	- **	14% *	13%	11%	14%	13%	13%
Agree	28%	50% **	29% *	35% G.I	35% G.I	23% G	33% G	26% G
Strongly agree	10%	23% **	15% G.I*	15% G.I	15% G.I	4% G.I	15% G.I	8% G
Net: Disagree	50%	28% **	42% *	37%	38%	60% D.E.F.H.I	39%	53% E.F.H
Net: Agree	38%	72% **	44% G*	50% G.I	50% G.I	27% G.I	48% G.I	34% G

#### Because I have type 2 diabetes, some people judge me for my food choices

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
Strongly disagree	25%	- **	19% *	18%	19%	30% E.F.H.I	18%	27% E.F.H
Disagree	23%	9% **	10% *	18%	19%	29% D.E.F.H.I	15%	26% D.E.F.H
Unsure	19%	9% **	23% *	16%	22%	19%	18%	20%
Agree	25%	51% **	32% G*	35% G.I	29% G.I	18% G.I	34% G.I	22% G
Strongly agree	8%	32% **	16% G.I*	13% G.I	11% G.I	4% G.I	14% G.I	6% G
Net: Disagree	48%	9% **	28% *	36%	38%	59% D.E.F.H.I	33%	52% D.E.F.H
Net: Agree	33%	83% **	49% G.I*	48% G.I	40% G.I	22% G.I	48% G.I	28% G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### I blame myself for having type 2 diabetes

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	27%	30% *	26%	28% *	35% R*	28%	30% R	31% R	29% R	17% *
Disagree	22%	26% *	30% P.V	23% *	20% *	19%	21%	14%	25% P	20% *
Unsure	13%	13% *	9%	10% *	6% *	12%	15%	16% M	10%	19% K.M.Q.V*
Agree	28%	21% *	27%	26% *	28% *	31%	24%	29%	30%	32% *
Strongly agree	10%	11% *	8%	14% Q*	11% *	10%	10%	10%	6%	12% *
Net: Disagree	50%	56% R*	56% R	51% *	55% R*	47%	51% R	45%	54% R	37% *
Net: Agree	38%	32% *	36%	40% *	39% *	41%	34%	39%	36%	44% *

#### Because I have type 2 diabetes, some people judge me for my food choices

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
Strongly disagree	25%	29% *	21%	26% *	22% *	22%	23%	30%	26%	26% *
Disagree	23%	19% *	21%	17% *	24% *	24%	26%	19%	23%	28% *
Unsure	19%	19% *	20%	22% *	27% R*	18%	19%	22%	17%	13% *
Agree	25%	27% *	27%	24% *	21% *	30% T	25%	20%	26%	26% *
Strongly agree	8%	6% *	12%	11% *	7% *	6%	7%	10%	7%	8% *
Net: Disagree	48%	48% *	42%	43% *	46% *	47%	49%	48%	49%	54% *
Net: Agree	33%	33% *	38%	35% *	28% *	35%	32%	30%	34%	33% *

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### I blame myself for having type 2 diabetes

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	27%	27% *	20% *	10% **	28% R
Disagree	22%	25% *	21% *	37% **	22% P
Unsure	13%	11% *	21% K.L.M.Q.V*	21% **	12%
Agree	28%	26% *	32% *	26% **	28%
Strongly agree	10%	11% *	5% *	5% **	10% Q
Net: Disagree	50%	52% *	42% *	48% **	50% R
Net: Agree	38%	37% *	37% *	31% **	38%

#### Because I have type 2 diabetes, some people judge me for my food choices

Unweighted base	1137	47	70	17	1003
Base: All with Type 2 Diabetes who gave answers to each question	1424	59	88	22	1255
Strongly disagree	25%	15% *	29% *	22% **	25%
Disagree	23%	26% *	31% *	24% **	22%
Unsure	19%	16% *	15% *	31% **	19%
Agree	25%	31% *	16% *	23% **	25%
Strongly agree	8%	13% *	9% *	- **	8%
Net: Disagree	48%	41% *	60% K.L*	46% **	47%
Net: Agree	33%	43% T*	25% *	23% **	33%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Treated differently

Unweighted base	1137	-	1137	642	495
Base	1424	-	1424	794	630
Mean Treated differently	11.33	-	11.33	11.00	11.75
		**			A
Median Treated differently	11	-	11	11	11
Std. dev Treated differently	4.40	-	4.40	4.34	4.45

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Blame and judgement

Unweighted base	1137	-	1137	642	495
Base	1424	-	1424	794	630
Mean Blame and judgement	19.85	-	19.85	18.53	21.52
		**			A
Median Blame and judgement	20	-	20	18	22
Std. dev Blame and judgement	6.82	-	6.82	6.50	6.86

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Self-stigma

Unweighted base	1137	-	1137	642	495
Base	1424	-	1424	794	630
Mean Self-stigma concerns	13.01	-	13.01	12.12	14.12
		**			A
Median Self-stigma concerns	12	-	12	11	12
Std. dev Self-stigma concerns	6.18	-	6.18	5.61	6.68

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Total

Unweighted base	1137	-	1137	642	495
Base	1424	-	1424	794	630
Mean Total	44.19	-	44.19	41.65	47.39
		**			A
Median Total	43	-	43	40	46
Std. dev Total	15.23	-	15.23	14.42	15.62

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Treated differently

Unweighted base	1137	10	65	177	315	570	242	885
Base	1424	18	99	208	338	761	307	1099
Mean Treated differently	11.33	18.46	12.43	12.85	11.77	10.42	12.71	10.83
		**	G.I*	F.G.I	G.I		F.G.I	G
Median Treated differently	11	18	13	12	11	10	12	11
Std. dev Treated differently	4.40	6.08	4.44	4.81	4.41	3.89	4.69	4.10

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Blame and judgement

Unweighted base	1137	10	65	177	315	570	242	885
Base	1424	18	99	208	338	761	307	1099
Mean Blame and judgement	19.85	25.28	22.42	22.59	21.37	17.97	22.53	19.02
		**	G.I*	G.I	G.I		F.G.I	G
Median Blame and judgement	20	26	24	24	22	17	24	19
Std. dev Blame and judgement	6.82	5.37	6.57	6.99	6.31	6.46	6.85	6.60

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Self-stigma

Unweighted base	1137	10	65	177	315	570	242	885
Base	1424	18	99	208	338	761	307	1099
Mean Self-stigma concerns	13.01	17.52	15.86	15.56	14.54	11.15	15.66	12.19
		**	G.I*	G.I	G.I		G.I	G
Median Self-stigma concerns	12	16	14	14	14	10	14	11
Std. dev Self-stigma concerns	6.18	6.24	6.86	6.73	6.17	5.25	6.77	5.76

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Total

Unweighted base	1137	10	65	177	315	570	242	885
Base	1424	18	99	208	338	761	307	1099
Mean Total	44.19	61.25	50.71	50.99	47.68	39.53	50.90	42.04
		**	G.I*	F.G.I	G.I		F.G.I	G
Median Total	43	59	51	52	47	38	51	40
Std. dev Total	15.23	15.24	15.40	15.63	14.60	13.62	15.53	14.42

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Treated differently

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base	1424	73	153	123	101	133	153	162	226	130
Mean Treated differently	11.33	11.65 *	11.81	10.87 *	11.13 *	11.20	11.11	12.01	10.93	11.29 *
Median Treated differently	11	12	11	11	11	11	11	11	11	11
Std. dev Treated differently	4.40	3.87	4.05	3.88	3.92	4.14	4.35	5.43	4.29	4.62

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Blame and judgement

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base	1424	73	153	123	101	133	153	162	226	130
Mean Blame and judgement	19.85	19.54 *	20.81 T	19.68 *	19.37 *	20.27	19.73	19.97	19.46	20.03 *
Median Blame and judgement	20	19	21	20	19	21	19	19	20	20
Std. dev Blame and judgement	6.82	7.00	7.05	6.81	6.38	6.39	6.75	6.61	7.10	7.24

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Self-stigma

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base	1424	73	153	123	101	133	153	162	226	130
Mean Self-stigma concerns	13.01	13.25 *	13.35	13.14 *	12.44 *	13.25	12.51	13.03	12.66	13.98 *
Median Self-stigma concerns	12	12	12	12	11	12	12	12	12	12
Std. dev Self-stigma concerns	6.18	6.54	6.58	6.40	5.80	6.02	6.15	6.13	6.03	6.28

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Total

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base	1424	73	153	123	101	133	153	162	226	130
Mean Total	44.19	44.45 *	45.96	43.69 *	42.93 *	44.72	43.35	45.01	43.05	45.31 *
Median Total	43	41	45	44	41	45	42	43	43	45
Std. dev Total	15.23	15.41	15.44	14.47	13.94	14.31	14.81	16.13	15.23	16.28

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Treated differently

Unweighted base	1137	47	70	17	1003
Base	1424	59	88	22	1255
Mean Treated differently	11.33	11.88*	11.02*	11.99**	11.32
Median Treated differently	11	12	10	11	11
Std. dev Treated differently	4.40	4.39	4.75	5.00	4.37

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Blame and judgement

Unweighted base	1137	47	70	17	1003
Base	1424	59	88	22	1255
Mean Blame and judgement	19.85	20.73*	18.63*	20.36**	19.89
Median Blame and judgement	20	21	17	21	20
Std. dev Blame and judgement	6.82	7.15	6.70	5.40	6.83

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Self-stigma

Unweighted base	1137	47	70	17	1003
Base	1424	59	88	22	1255
Mean Self-stigma concerns	13.01	13.46*	12.54*	11.75**	13.04
Median Self-stigma concerns	12	12	11	12	12
Std. dev Self-stigma concerns	6.18	7.06	5.74	4.42	6.20

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) - Total

Unweighted base	1137	47	70	17	1003
Base	1424	59	88	22	1255
Mean Total	44.19	46.07*	42.19*	44.10**	44.24
Median Total	43	46	39	42	43
Std. dev Total	15.23	16.68	15.84	11.77	15.17

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) and subscales

Unweighted base	1137	-	1137	642	495
Base: All with Type 2 Diabetes who gave answers to each question	1424	-	1424	794	630
% who agreed with at least one statement from Treated differently	32%	-	32%	28%	36%
		**			A
% who agreed with at least one statement from Blame and judgement	75%	-	75%	70%	80%
		**			A
% who agreed with at least one statement from Self-stigma concerns	46%	-	46%	43%	50%
		**			A
% who agreed with at least one statement from Total scale	80%	-	80%	77%	85%
		**			A
% who agreed with no statements from Total scale	20%	-	20%	23%	15%
		**		B	

#### Segmentation

Unweighted base	1559	423	1136	879	680
Base	1547	128	1419	865	681
Advocates	43%	25%	44%	46%	39%
			AR	B	
Apathetic copers	15%	5%	15%	16%	13%
			AR		
Plan seekers	18%	19%	18%	19%	18%
Struggling	16%	33%	15%	14%	19%
		AS			A
Isolated	8%	19%	8%	6%	11%
		AS			A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) and subscales

Unweighted base	1137	10	65	177	315	570	242	885
Base: All with Type 2 Diabetes who gave answers to each question	1424	18	99	208	338	761	307	1099
% who agreed with at least one statement from Treated differently	32%	88%	41%	42%	34%	25%	42%	28%
		**	G.I*	G.I	G.I		G.I	G
% who agreed with at least one statement from Blame and judgement	75%	91%	88%	84%	84%	66%	85%	71%
		**	G.I*	G.I	G.I		G.I	G
% who agreed with at least one statement from Self-stigma concerns	46%	91%	61%	58%	61%	34%	59%	42%
		**	G.I*	G.I	G.I		G.I	G
% who agreed with at least one statement from Total scale	80%	100%	92%	88%	89%	72%	89%	77%
		**	G.I*	G.I	G.I		G.I	G
% who agreed with no statements from Total scale	20%	-	8%	12%	11%	28%	11%	23%
		**	*			D.E.F.H.I		D.E.F.H

#### Segmentation

Unweighted base	1559	74	135	266	414	670	401	1084
Base	1547	50	122	235	361	779	356	1140
Advocates	43%	13%	26%	28%	33%	56%	28%	49%
		*	*	C	C	C.D.E.F.H.I	C	C.D.E.F.H
Apathetic copers	15%	1%	18%	18%	17%	13%	18%	14%
		*	C*	C	C	C	C	C
Plan seekers	18%	9%	18%	20%	25%	15%	20%	18%
		*	*		C.G.I			G
Struggling	16%	55%	22%	18%	17%	12%	19%	13%
		D.E.F.G.H.I*	G.I*	G	G.I		G.I	G
Isolated	8%	23%	16%	16%	9%	4%	16%	5%
		F.G.I*	F.G.I*	F.G.I	G.I		F.G.I	G

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) and subscales

Unweighted base	1137	57	120	95	77	107	125	142	179	101
Base: All with Type 2 Diabetes who gave answers to each question	1424	73	153	123	101	133	153	162	226	130
% who agreed with at least one statement from Treated differently	32%	40%	36%	31%	32%	26%	23%	33%	31%	29%
		O*	O	*	*					*
% who agreed with at least one statement from Blame and judgement	75%	70%	72%	75%	74%	82%	68%	80%	74%	73%
		*		*	*	O		O		*
% who agreed with at least one statement from Self-stigma concerns	46%	43%	47%	49%	46%	45%	39%	48%	46%	56%
		*		*	*					O.V*
% who agreed with at least one statement from Total scale	80%	74%	78%	83%	79%	86%	75%	86%	78%	83%
		*		*	*	O		J.O		*
% who agreed with no statements from Total scale	20%	26%	22%	17%	21%	14%	25%	14%	22%	17%
		P*		*	*		N.P			*

#### Segmentation

Unweighted base	1559	82	178	129	106	143	158	179	231	147
Base	1547	81	174	128	114	142	162	175	233	144
Advocates	43%	33%	43%	46%	39%	37%	46%	39%	48%	44%
		*			*				J	
Apathetic copers	15%	12%	14%	13%	21%	14%	18%	14%	11%	15%
		*			Q*					
Plan seekers	18%	21%	15%	19%	13%	26%	17%	18%	19%	19%
		*			*	K.M.T.V				
Struggling	16%	24%	17%	10%	19%	13%	10%	23%	15%	14%
		L.O*			*			L.N.O.V		
Isolated	8%	10%	11%	11%	8%	9%	9%	6%	7%	7%
		*			*					

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### Type 2 Diabetes Stigma Assessment Scale (DSAS-2) and subscales

Unweighted base	1137	47	70	17	1003
<b>Base: All with Type 2 Diabetes who gave answers to each question</b>	1424	59	88	22	1255
% who agreed with at least one statement from Treated differently	32%	36% *	35% *	44% **	31%
% who agreed with at least one statement from Blame and judgement	75%	81% *	70% *	86% **	74%
% who agreed with at least one statement from Self-stigma concerns	46%	42% *	45% *	44% **	47%
% who agreed with at least one statement from Total scale	80%	84% *	76% *	86% **	80%
% who agreed with no statements from Total scale	20%	16% *	24% *	14% **	20%

#### Segmentation

Unweighted base	1559	72	112	22	1353
<b>Base</b>	1547	67	102	25	1352
Advocates	43%	36% *	47% *	43% **	43%
Apathetic copers	15%	14% *	13% *	25% **	15%
Plan seekers	18%	21% *	13% *	20% **	18%
Struggling	16%	13% *	21% L.O*	11% **	16%
Isolated	8%	16% P.T*	6% *	1% **	8%



## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Type of Diabetes		Gender	
	Type 1	Type 2	Male	Female
	AR	AS	A	B

#### Combined DSAS-1 and DSAS-2 total scale and subscales

Unweighted base	1552	415	1137	872	680
Base: All who gave answers to each question	1548	124	1424	863	685
% who agreed with at least one statement from Total scale (both DSAS 1 & 2)	81%	92%	80%	78%	86%
		AS			A
% who agreed with at least one statement from Treated differently (both DSAS 1 & 2)	33%	53%	32%	30%	37%
		AS			A
% who agreed with at least one statement from Blame and judgement (both DSAS 1 & 2)	75%	86%	75%	71%	81%
		AS			A
% who agreed with no statements from Total scale (both DSAS 1 & 2)	19%	8%	20%	22%	14%
		AR		B	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Prop

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Age						
	18-34	35-44	45-54	55-64	65+	Net: 35-54	Net: 55+
	C	D	E	F	G	H	I

#### Combined DSAS-1 and DSAS-2 total scale and subscales

Unweighted base	1552	71	132	263	414	672	395	1086
Base: All who gave answers to each question	1548	49	121	234	362	782	356	1144
% who agreed with at least one statement from Total scale (both DSAS 1 & 2)	81%	100%	92%	89%	89%	73%	90%	78%
		E.F.G.H.I*	G.I*	G.I	G.I		G.I	G
% who agreed with at least one statement from Treated differently (both DSAS 1 & 2)	33%	70%	43%	44%	35%	26%	43%	29%
		D.E.F.G.H.I*	G.I*	F.G.I	G.I		F.G.I	G
% who agreed with at least one statement from Blame and judgement (both DSAS 1 & 2)	75%	90%	88%	84%	84%	66%	86%	72%
		G.I*	G.I*	G.I	G.I		G.I	G
% who agreed with no statements from Total scale (both DSAS 1 & 2)	19%	-	8%	11%	11%	27%	10%	22%
		*	*	C	C	C.D.E.F.H.I	C	C.D.E.F.H

Cell Contents (C)ortions, Means, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M/N/O/P/Q/R/S/T/U/V, W/X, Y/Z/AA/AB/AC/AD, AE/AF/AG/AH/AI/AJ/A

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (England only)								
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
	J	K	L	M	N	O	P	Q	R

#### Combined DSAS-1 and DSAS-2 total scale and subscales

Unweighted base	1552	80	173	131	101	144	162	179	237	147
Base: All who gave answers to each question	1548	79	169	134	108	145	166	175	242	144
% who agreed with at least one statement from Total scale (both DSAS 1 & 2)	81%	75%	79%	84%	80%	87%	76%	87%	79%	84%
		*			*	J.O		J.O.Q.T.V		
% who agreed with at least one statement from Treated differently (both DSAS 1 & 2)	33%	41%	37%	33%	34%	28%	25%	35%	33%	32%
		O*	O		*					
% who agreed with at least one statement from Blame and judgement (both DSAS 1 & 2)	75%	71%	74%	76%	75%	81%	69%	81%	75%	75%
		*			*	O		O		
% who agreed with no statements from Total scale (both DSAS 1 & 2)	19%	25%	21%	16%	20%	13%	24%	13%	21%	16%
		N.P*			*		N.P		P	

Cell Contents (CK/AL/AM/AN/AO/AP/AQ, AR/AS, AT/AU/AV/AW/AX/AY/AZ/BA/BB/BC/BD/BE/BF/BG/BH/BI/BJ/BK/BL/BM/BN/BO/BP/BQ/BR/BS/BT, BU/BV/BW/BX/BY/BZ)

## Diabetes UK - YouGov Survey Results

### Stigma Polling 2025

Fieldwork Dates: 31st March - 17th April 2025



Total	Region (Nation)			
	Wales	Scotland	Northern Ireland	Net: England
	S	T	U	V

#### Combined DSAS-1 and DSAS-2 total scale and subscales

Unweighted base	1552	70	108	20	1354
Base: All who gave answers to each question	1548	66	99	23	1361
% who agreed with at least one statement from Total scale (both DSAS 1 & 2)	81%	84%	77%	87%	81%
		*	*	**	
% who agreed with at least one statement from Treated differently (both DSAS 1 & 2)	33%	38%	36%	44%	33%
		*	*	**	O
% who agreed with at least one statement from Blame and judgement (both DSAS 1 & 2)	75%	81%	71%	87%	75%
		*	*	**	
% who agreed with no statements from Total scale (both DSAS 1 & 2)	19%	16%	23%	13%	19%
		*	P*	**	P

Cell Contents (CCA, CB/CC/CD/CE/CF, CG/CH/CI/CJ/CK, CL/CM/CN/CO/CP, Minim