

Americans See Weight Problems Everywhere But In the Mirror

EMBARGOED FOR RELEASE APRIL 11, 2006 12:01AM EST

Paul Taylor, Executive Vice President
Cary Funk, Senior Project Director
Peyton Craighill, Project Director

MEDIA INQUIRIES CONTACT:
Pew Research Center
202 419 4328
<http://pewresearch.org>

PewResearchCenter
A Social Trends Report

Americans See Weight Problems Everywhere But In the Mirror

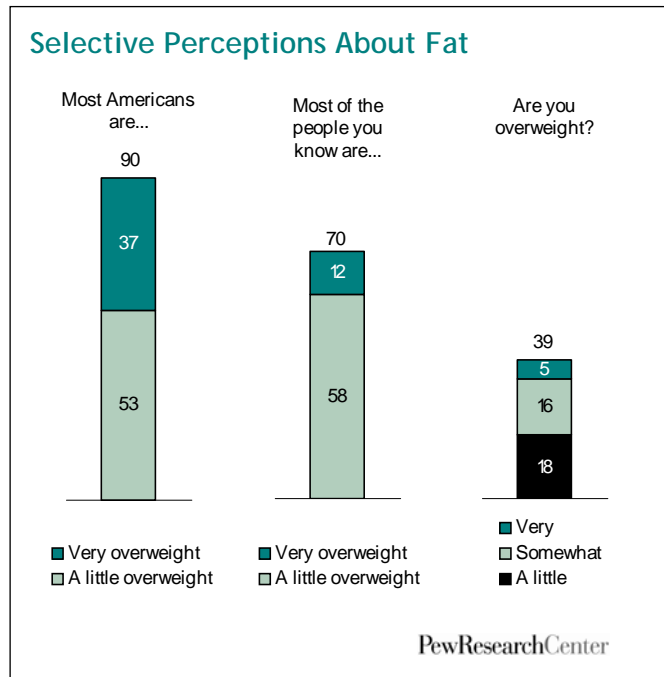
Americans believe their fellow Americans have gotten fat. They consider this a serious national problem. But when they think about weight, they appear to use different scales for different people.

Nine-in-ten American adults say most of their fellow Americans are overweight. But just seven-in-ten say this about “the people they know.” And just under four-in-ten (39%) say they themselves are overweight.

These sliding assessments are drawn from a Pew Research Center telephone survey conducted from February 8 through March 7 among a randomly-selected, representative national sample of 2,250 adults.

The survey finds that most Americans, including those who say they are overweight, agree that personal behavior – rather than genetic disposition or marketing by food companies – is the main reason people are overweight. In particular, the public says that a failure to get enough exercise is the most important reason, followed by a lack of willpower about what to eat. About half the public also says that the kinds of foods marketed at restaurants and grocery stores are a very important cause, and roughly a third say the same about the effect of genetics and heredity.

America’s expanding waistline has been the subject of much media attention in recent years, and it has been documented by numerous government surveys.



The National Center for Health Statistics' most recent major report, issued in 2004 and based on surveys taken from 1999 through 2002, found that 31% of all adults in this country were obese – more than double the 15% who had been classified that way two decades earlier. In the 2004 NCHS report, another third (34%) of American adults were classified as overweight; while 33% were classified as normal and 2% were classified as underweight. (The next major government report is due out later this year; preliminary findings show a very slight increase compared to the 2004 report in levels of obesity for the adult population¹.)

This weight gain hasn't gone unnoticed by the public. In the Pew survey, 85% of respondents say their fellow Americans are more overweight now than they were five years ago, and 67% say this is a major problem.

What are Americans doing about it? Not quite as much as they once did. One-in-four respondents in our survey say they are currently dieting, and roughly half (52%) say they have dieted at some point in their lives. In a poll taken 15 years ago, the percentage of adults who reported having ever dieted was slightly higher – 57%. Of those who have dieted, three-quarters in the Pew survey say they kept off at least five pounds for at least a year – about the same percentage as said so in the 1991 Gallup poll.

Nearly everyone – dieters and non-dieters alike – say that it is difficult to lose weight, with 59% saying it is “very hard” and another 34% saying it is “hard” for the very overweight to lose weight. The people most prone to feel this way are those who are either currently overweight or currently dieting.

Moreover, even though a majority (57%) of all respondents say they are currently engaged in some kind of exercise program to help keep physically fit, seven-in-ten respondents (regardless of whether or not they are in such a program) say they should be getting more exercise than they're now

The Weight of a Nation: Our Government Says Nearly a Third of Us Are Obese

NCHS report based on U.S. adults ages 20 to 74, age adjusted

	1960-1962	1971-1974	1976-1980	1988-1994	1999-2002
	%	%	%	%	%
BMI Classification					
Obese	13	15	15	23	31
Overweight	32	33	32	33	34
Normal weight	51	49	50	42	33
Underweight	<u>4</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>2</u>
	100	100	100	100	100

Source: National Center for Health Statistics (NCHS), National Health and Nutrition Examination Surveys. Data was gathered through household interviews using trained health technicians, standardized measuring procedures and equipment. Age adjusted to the 2000 standard population using five age groups.

What is the BMI?

BMI stands for Body Mass Index. It is a ratio of one's weight to height. The formula for calculating BMI is provided by the Centers for Disease Control and Prevention (CDC):

$$BMI = \left[\frac{\text{Weight in pounds}}{(\text{Height in inches})^2} \right] \times 703$$

BMI categories for adults include:

	BMI Values
• Underweight	Less than 18.5
• Normal	18.5 - 24.9
• Overweight	25.0 - 29.9
• Obese	30.0 and above

These BMI classifications are for adults ages 20 and over. More information on the BMI is available on the CDC website.

A BMI calculator is available on the CDC website: <http://www.cdc.gov/nccdphp/dnpa/bmi/calc-bmi.htm>

¹ See Ogden, Cynthia L., et al. (2006). Prevalence of Overweight and Obesity in the United States, 1999-2004. *Journal of the American Medical Association*, 295(13): 1549-1555.

getting.

The pervasive concern about exercise is reflected in another finding of the survey: Americans see a strong connection between exercise and weight. In fact, they believe lack of exercise, rather than lack of willpower about what to eat, is the biggest reason people are overweight.

Given a list of four possible factors that have contributed to America's weight problems, 75% of respondents said a failure to get enough exercise was a "very important" reason, compared with just 59% who said the same about a lack of willpower about what to eat. Some 50% said the same about the kinds of food marketed at restaurants and grocery stores, and just 32% said the same about genetic and hereditary factors.

Americans believe the consequences of being overweight can be quite serious, both for one's health and one's ability to get along in society. Nearly all respondents say a person's weight can improve that person's chances for a long and healthy life – either a little (13%) or a lot (83%).

Almost all say a person's weight affects his or her attractiveness, either a little (35%) or a lot (56%). And nine-in-ten respondents say that people who are very overweight are discriminated against because of their weight, either "almost always" (33%) or "sometimes" (57%).

However, far fewer respondents – just 12% – report that they themselves have ever felt treated badly because of their weight. Women (16%) are more likely than men (7%) to say this. Among women categorized according to their height and weight self-reports as obese, the number who report being treated badly because of their weight rises to 30%.

I. Perceptions of America’s Weight Problem—And One’s Own

Given the considerable attention paid in recent years to what many have called the nation’s “obesity epidemic,” it’s not surprising that the great majority of adults (85%) say that their fellow Americans are more overweight now than they were five years ago -- or that two-thirds of the public considers this a “major” problem.

As we will see later in this report, perceptions about weight issues are sometimes shaped, at least to some degree, by the weight of the beholder. But on this basic question about whether Americans are heavier now than they used to be, and whether this is a big problem, there is virtually no difference of opinion among people of differing weight classifications.

Putting on Extra Weight...

	All Adults
	%
Are Americans more overweight than 5 years ago?	
Yes	85
Major problem	67
Minor problem	15
Not a problem	2
Don’t know	1
No	10
Don’t know	5
	100
Number of respondents	2,250

PewResearchCenter

Weight Through the Lens of Race

Nor are there major differences by gender, although slightly more women (40%) than men (35%) say that most Americans are “very overweight.” The significant difference of perception on this question has to do not with weight or with gender, but with race. More than half (53%) of all blacks say that most Americans are very overweight, compared with just a third of whites (35%) and Hispanics (33%) who say this. When asked about “most of the people you know,” blacks (20%) and Hispanics (19%) are more likely than whites (9%) to describe their circle of friends and acquaintances as very overweight.

Among adults of all races, genders and weights, however, one relationship is constant – people tend to see the weight problem of the nation as a whole as being greater than the weight problems of their friends and acquaintances. Thus, while 37% of the full adult population says most Americans are “very overweight,” just 12% say the same thing about the people they know.

The Public Weighs Friends and Strangers Differently

37% say most Americans are very overweight...

Most Americans are...	Very over-weight	A little over-weight	About right	Under-weight	Don't know	N
	%	%	%	%	%	
All adults	37	53	5	1	4=100	1,101
Men	35	54	6	*	5=100	527
Women	40	52	4	1	3=100	574
White*	35	59	3	*	3=100	841
Black	53	32	8	2	5=100	103
Hispanic*	33	43	14	2	8=100	113

12% say most people they know are very overweight

Most people you know are...	Very over-weight	A little over-weight	About right	Under-weight	Don't know	N
	%	%	%	%	%	
All adults	12	58	28	*	2=100	1,149
Men	10	56	31	1	2=100	511
Women	13	60	25	*	2=100	638
White*	9	62	28	*	1=100	845
Black	20	49	26	2	3=100	131
Hispanic*	19	53	24	2	2=100	126

* Whites include only non-Hispanic whites. Hispanics are of any race. Interviews conducted in English and Spanish.

Self-Reporting One’s Size: Women Shave Pounds, Men Add Inches

When it comes to perceptions about weight, not only are Americans more generous toward friends than toward strangers, they appear to be most generous of all toward themselves.

In the Pew survey, just 5% of respondents describe themselves as “very overweight”, even though, according to government standards, some 31% of adults in this country are “obese.” (Pew did not use the term “obese” in its questionnaire; “very overweight” was the strongest term in our survey and thus the closest one to the government’s “obese” classification. See box on Page 2 for a description of government’s Body Mass Index weight categories and survey methods. While the BMI classification system is widely accepted among health professionals, it should be noted that there are some critics who say that it’s an imperfect proxy measure of body fat and that its categories and thresholds are too stringent.)

This disparity in self-characterizations and government classifications is more than just a matter of semantics. The Pew survey also asked respondents to state how much they weigh and how tall they are. Here, too, a significant difference emerges between survey responses and official government statistics – and this phenomenon is consistent with health researchers’ findings about self-perception and self-reporting of weight.

In the Pew survey based on self-reports, the median weight of adult women is 150 pounds and the median height is 5’5”. In the most recent government study, which is based on medical technicians doing actual measurements on standard scales, the median weight for adult women is five pounds heavier (155 pounds) and the median height is one inch shorter (5’4”).

As for men, well, they give themselves even more phantom height than women do – two extra inches. The self-reported median height of men in the Pew survey is 5’11”, compared with 5’9” in the government survey.

But when it comes to weight, men are either more honest than women, or they have been adding pounds at a much faster clip in recent years. The median self-reported weight for men in the Pew survey is 190 pounds, six pounds *more* than the 184 pound median in the government survey. The government figures are based on

Weight: How Government Measurements Differ From Self-Reported Measurements

	What people say*	What the government measures**	Difference
Median weight of adults age 20-74			
Men	190 lbs.	184 lbs.	-6 lbs.
Women	150 lbs.	155 lbs.	+5 lbs.

* Source: Pew Research Center survey Feb. 8 to March 7, 2006.
 ** Source: National Center for Health Statistics (NCHS), National Health and Nutrition Examination Survey 1999-2002. NCHS data was gathered through household interviews using trained health technicians, standardized measuring procedures and equipment.

Height: How Government Measurements Differ From Self-Reported Measurements

	What people say*	What the government measures**	Difference
Median height of adults age 20-74			
Men	5’11”	5’9”	-2”
Women	5’5”	5’4”	-1”

* Source: Pew Research Center survey Feb. 8 to March 7, 2006.
 ** Source: National Center for Health Statistics (NCHS), National Health and Nutrition Examination Survey 1999-2002. NCHS data was gathered through household interviews using trained health technicians, standardized measuring procedures and equipment.

surveys done from 1999 to 2002 and thus don't reflect any weight gain among the general public which may have occurred since then. Indeed, preliminary findings from surveys done in 2003-2004 show that while women's rates of obesity have stayed constant compared to 1999-2002, men's rates of obesity have gone up a few percentage points. That could account for some of the weight disparity between government reports and self-reports.

In any event, if one takes what respondents in the Pew survey *say* about how much they weigh and how tall they are, and feeds these statistics into the government's BMI calculator, the Pew survey finds 19% of the public is obese. That's well below the 31% who are obese by the government measurements (which, remember, are based on technicians weighing people on actual scales) but it is still well *above* the 5% who say they are very overweight by their own standards.

Along these same lines, the public and the government also have a very different idea of what constitutes an appropriate weight. Fully half (51%) of all respondents in the Pew survey whose reports of their own height and weight would lead them to be categorized by the government as "overweight" say that they consider their weight "just about right."

One other gender difference is notable. In the Pew survey, 9% of women, but just 3% of men, either declined to answer the question about their weight, or said they didn't know what their weight is.

Obesity Ratings: Results Vary Depending on Who's Taking the Measurements

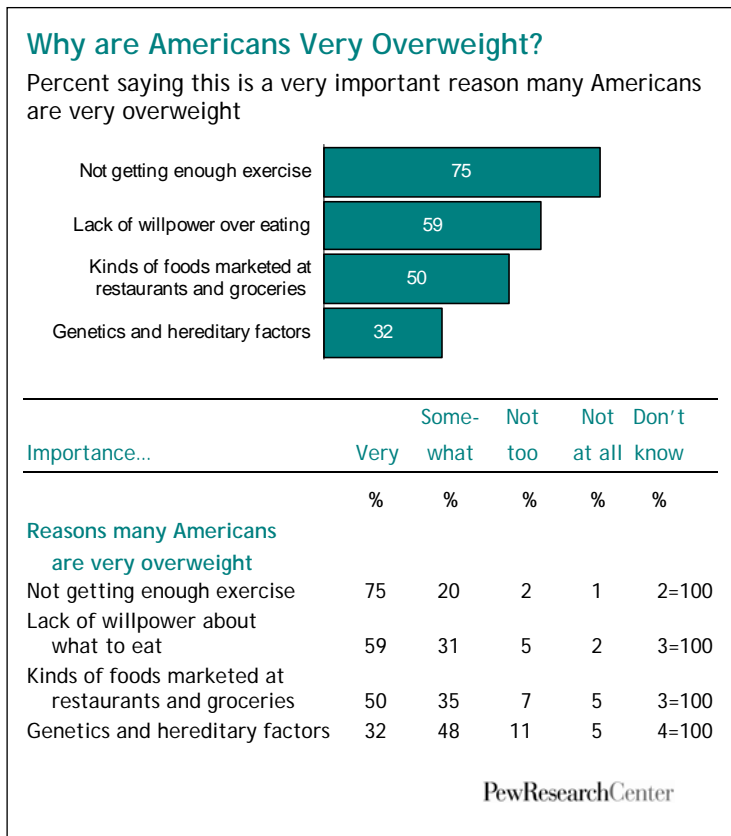
	Based on Self-Reports *	Based on Government Measures**	Difference
	%	%	%
BMI Ratings of adults age 20-74			
Obese	19	31	+12
Overweight	34	34	0
Normal	37	33	-4
Underweight	2	2	0
Don't know/Refused	8	=	
	100	100	

* Source: Self-reported weight and height from Pew Research Center survey Feb. 8 to March 7, 2006.
 ** Source: National Center for Health Statistics (NCHS), National Health and Nutrition Examination Survey 1999-2002. NCHS data was gathered through household interviews using trained health technicians, standardized measuring procedures and equipment.

II. Why Are We Overweight?

By sizable margins, Americans believe the reasons that many Americans are very overweight have more to do with factors within an individual’s control than with factors not directly in the control of the individual.

Asked to rate four possible causes, a majority of respondents say that not getting enough exercise (75%) and lack of willpower over eating (59%) are “very important” reasons. Just half say the same about the kinds of foods being marketed, and only about a third (32%) say the same about genetic and hereditary factors.



Higher percentages of women than men describe each of these reasons as being very important; these gender differences are statistically significant when it comes to lack of exercise and food marketing. People who are on a diet are more prone than those who aren't to stress the importance of exercise, willpower and food marketing; they are not more prone, however, to stress the importance of genes and heredity. Blacks (36%) and Hispanics (39%) are somewhat more inclined than non-Hispanic whites (30%) to stress the importance of genes – even though both of these minority groups share the view of whites that exercise, willpower and food marketing are more important causal factors than genetics.

When respondents in the survey who said they considered themselves overweight were asked about their personal weight problem, they, too, chose not exercising enough as the most important cause, followed by a lack of willpower over eating, then genetics, and finally the foods marketed in stores and restaurants.

Among this group, however, there was not as strong an appetite to identify any of the potential causes as an important reason that they are overweight. For example, while three-quarters of the total sample says lack of exercise is a very important reason many Americans are overweight, just half (53%) of those who describe themselves as overweight say that a lack of exercise is a very important source of their problem. Among the self-described overweight, a similar fall-off occurs in responses to the three other potential causes of weight problems.

Women, Dieters See Multiple Causes of America's Weight Problems

Percent saying this is a very important reason many Americans are very overweight

	Men	Women	Dieting	Not Dieting
	%	%	%	%
Reasons many Americans are very overweight				
Not getting enough exercise	72	79	82	74
Lack of willpower about what to eat	58	60	63	58
Kinds of foods marketed at restaurants and groceries	44	56	57	48
Genetics and hereditary factors	31	33	30	32
Number of respondents	1,038	1,212	587	1,657

PewResearchCenter

Why am I Overweight?

Percent saying this is a very important reason they are overweight*

Importance...	Very	Some-what	Not too	Not at all	Don't know
	%	%	%	%	%
Reasons they are overweight					
Not getting enough exercise	53	36	4	5	2=100
Lack of willpower about what to eat	37	35	13	13	2=100
Genetics and hereditary factors	30	38	14	16	2=100
Kinds of foods marketed at restaurants and groceries	20	35	20	22	3=100

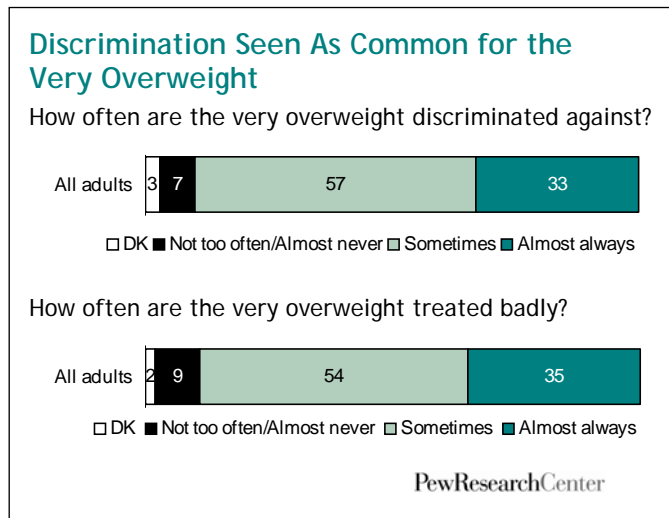
*Based on 912 people who said they felt overweight.

PewResearchCenter

III. Social Consequences of Weight Problems

Nine out of ten Americans believe that people who are very overweight are discriminated against, either sometimes (57%) or almost always (33%).

Women who consider themselves overweight are more prone than self-described overweight men to believe that the very overweight are treated badly. About four-in-ten (41%) overweight women say people who are very overweight are almost always treated badly, compared with only a quarter of self-identified overweight men who say the same.



But very few people – just 7% – report that they themselves have been discriminated against because of their weight, and only slightly more (12%) say that they have been “treated badly” because of their weight.

Not surprisingly, people who are obese by government classifications are more likely than others to report feeling treated badly because of their weight. But there is a strong gender difference here. Among those categorized as obese, for example, almost twice as many women (30%) as men (16%) report being treated badly. And even among people classified as being of normal weight, twice as many women (10%) as men (5%) report being treated badly because of weight.

Keep in mind that the same general tendency to underreport one’s weight may also lead to a tendency to underreport one’s feeling about being treated badly because of weight.

Personal Experience with Weight Discrimination

	All Adults	----- BMI -----		Men	Women
		Obese weight	Normal		
	%	%	%	%	%
Felt discrimination because of your weight?					
Yes	7	16	6	3	9
No	93	83	94	96	91
Don't know	1	1	1	1	1
	100	100	100	100	100
Number of responses	1,101	215	351	423	527
Felt treated badly because of your weight?					
Yes	12	22	8	8	16
No	88	77	92	92	84
Don't know	1	1	0	0	0
	100	100	100	100	100
Number of respondents	1,149	199	378	436	638

PewResearchCenter

IV. The Benefits - and Difficulties - of Losing Weight

For the vast majority of Americans, the stakes are very high when it comes to weight. Virtually everyone agrees that a person’s weight has an impact on the chances for a long and healthy life, either a little (13%) or a lot (83%). More than nine-in-ten (91%) believe that weight has an impact on attractiveness, either a little (35%) or a lot (56%).

Similarly, virtually everyone believes that exercise can help lead to a long and healthy life, either a little (11%) or a lot (86%). And people say that exercise will help to make a person more attractive, either a little (31%) or a lot (59%).

Weighty Matters
The impact of a person’s weight on...

How much do you think a person’s weight impacts...	Long and Healthy Life		Attract-ivness
	%	%	
A lot	83	56	
A little	13	35	
Not at all	1	7	
It depends (vol.)	1	1	
Don’t know	2	1	
	100	100	

PewResearchCenter

The Benefits of Exercise
The impact of exercising for physical fitness on...

How much do you think exercising can impacts...	Long and Healthy Life		Attract-ivness
	%	%	
A lot	86	59	
A little	11	31	
Not at all	1	6	
It depends (vol.)	1	2	
Don’t know	1	2	
	100	100	

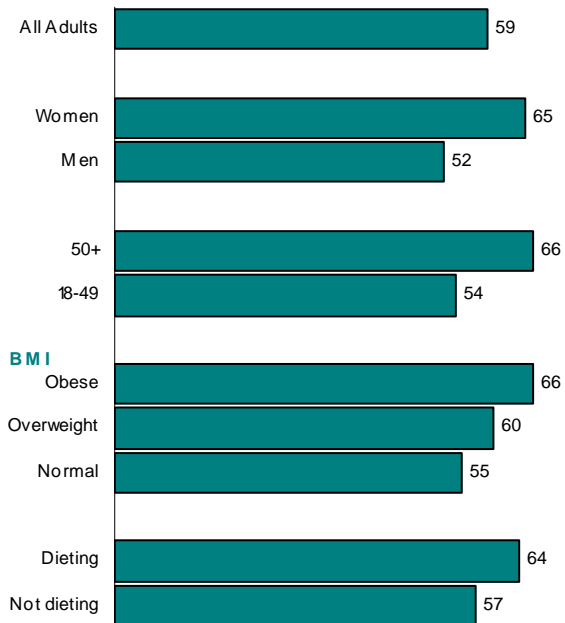
PewResearchCenter

But people are nearly as unanimous in saying that it is either hard (34%) or very hard (59%) for most people who are very overweight to lose that weight.

Women are more inclined than men to describe losing weight as very hard; the old are more inclined than the young; those who are overweight are more inclined than those who are not; and those who are dieting are more inclined than those who are not.

More Women Than Men Say It's Very Hard to Lose Weight

Percent saying it is very hard for most people who are very overweight to lose weight



	Very Hard	Hard	Easy	Very Easy	Don't know	N
	%	%	%	%	%	
Is it easy or hard for the very overweight to lose weight?						
All adults	59	34	3	2	2=100	2,250
Gender						
Men	52	38	5	2	3=100	1,038
Women	65	30	2	2	1=100	1,212
Age						
18-29	45	43	8	2	2=100	332
30-49	59	34	3	2	2=100	799
50-64	69	27	2	1	1=100	580
65+	61	33	2	2	2=100	484
BMI						
Obese	66	29	2	2	1=100	414
Overweight	60	34	4	1	1=100	729
Normal	55	35	5	2	3=100	859
Self Description						
Very overweight	79	17	1	3	0=100	124
Somewhat overweight	65	32	2	*	1=100	381
A little overweight	66	27	4	2	1=100	405
About right	53	38	5	2	2=100	1,248
Currently Dieting						
Yes	64	30	3	2	1=100	587
No	57	35	4	2	2=100	1,657

About the Pew Social Trends Reports

The Pew social trends reports explore the behaviors and attitudes of Americans in key realms of their lives – family, community, health, finance, work and leisure. Reports analyze changes over time in social behaviors and probe for differences and similarities between key sub-groups in the population.

The surveys are conducted by the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.

Survey reports are the result of the collaborative effort of the social trends staff, which consists of:

Paul Taylor, Executive Vice President

Cary Funk, Senior Project Director

Peyton Craighill, Project Director

About the Survey

Results for this survey are based on telephone interviews conducted with a nationally representative sample of adults, ages 18 years and older, living in continental U.S. telephone households.

- Interviews conducted February 8- March 7, 2006
- 2,250 interviews
- Margin of sampling error is plus or minus 2.5 percentage points for results based on the total sample at the 95% confidence level. The margin of sampling error is higher for results based on subgroups of respondents.

Survey interviews conducted under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish.

In addition to sampling error, bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

Q.45 What is your approximate current height?

ENTER NUMBER OF FEET AND INCHES (ROUND TO NEAREST INCH)

----- Gallup -----

		<u>Men</u>	<u>Women</u>	<u>Nov 2005</u>	<u>Nov 2004</u>	<u>Nov 2003</u>	<u>Nov 2001</u>
3	5'0" or less	0	6	4	2	4	3
15	5'1" – 5'3"	1	27	16	17	13	15
25	5'4" – 5'6"	9	40	24	25	26	27
14	5'7" – 5'8"	15	14	16	14	15	16
20	5'9" – 5'11"	34	7	21	23	23	20
16	6'0" – 6"3"	32	1	17	17	15	15
3	6'4" or taller	6	1	2	1	3	3
<u>4</u>	Don't know/Refused	<u>3</u>	<u>4</u>	<u>*</u>	<u>1</u>	<u>2</u>	<u>1</u>
100		100	100	100	100	100	100
5'8"	Mean height	5'11"	5'5"	5'7"	5'7"	5'7"	5'8"
5'7"	Median height	5'11"	5'4"				

BODY MASS INDEX (Q.44 and Q.45)²

		<u>Men</u>	<u>Women</u>
2	Underweight (0 – 18.5)	1	3
39	Normal (18.6 – 24.9)	34	44
32	Overweight (25.0 – 29.9)	40	25
18	Obese (30 or more)	20	16
<u>2</u>	Don't know/Refused	<u>5</u>	<u>12</u>
100		100	100
26.4	Mean BMI	27.1	25.8
25.7	Median BMI	26.2	24.6

QUESTION 46 HELD FOR FUTURE RELEASE

Q.47 Aside from your normal daily activities, do you do any type of exercise program that helps keep you physically fit, or not?

	<u>July 1990</u>	
57	Yes	59
43	No	41
<u>*</u>	Don't know/Refused	<u>*</u>
100		100

QUESTION 48 HELD FOR FUTURE RELEASE

Q.49 Do you feel that you probably get as much physical exercise as you should, or do you feel you should probably be getting more physical exercise?

	<i>Harvard School of Public Health</i> <u>June 2005</u>	<i>ABC News/ Time Magazine</i> <u>May 2004</u>
28	Get as much as you should	34
70	Should be getting more	66
<u>2</u>	Don't know/Refused (VOL. DO NOT READ)	<u>*</u>
100		100

² The Body Mass Index is a ratio of one's weight to height. It is calculated and classified by the Centers for Disease Control and Prevention using the formula [weight/(height*height)] * 703.

ROTATE Q50A and Q50B

Q.50A How much do you think exercising for physical fitness can improve a person's chances for a long and healthy life — a lot, a little, or not at all?

	<u>July 1990</u>
86 A lot	73
11 A little	22
1 Not at all	2
1 It depends (VOL.)	2
<u>1</u> Don't know/Refused (VOL. DO NOT READ)	<u>1</u>
100	100

Q.50B How much do you think exercising for physical fitness affects a person's attractiveness—a lot, a little, or not at all?

59 A lot
31 A little
6 Not at all
2 It depends (VOL.)
<u>2</u> Don't know/Refused (VOL. DO NOT READ)
100

ROTATE Q51A and Q51B

Q.51A How much do you think a person's weight can improve a person's chances of a long and healthy life — a lot, a little, or not at all?

83 A lot
13 A little
1 Not at all
1 It depends (VOL.)
<u>2</u> Don't know/Refused (VOL. DO NOT READ)
100

Q.51B How much do you think a person's weight affects a person's attractiveness — a lot, a little, or not at all?

56 A lot
35 A little
7 Not at all
1 It depends (VOL.)
<u>1</u> Don't know/Refused (VOL. DO NOT READ)
100

Q.52 Are you currently trying to lose weight through some kind of special effort on your part, such as a special diet or exercise program?

ASK IF DIETING (Q52=1):

Q.53 Are you currently following any particular weight-loss diet plan, or not? **IF YES:** Which one?

25 Yes, dieting
<u>6</u> Using a specific plan (SPECIFY)
19 No plan
* Don't know/Refused
75 Not dieting
<u>*</u> Don't know/Refused (VOL. DO NOT READ)
100

ASK ALL:

Q.54 Have you ever lost more than 5 pounds through some kind of special effort on your part, such as a special diet or exercise program?

IF YES (Q54=1):

Q.55 Did you keep that weight off for at least a year?

		<i>Great American TV Poll #2 Jan 1991</i>
52	Yes, lost weight from a diet	57
39	Yes, kept weight off for a year	43
12	No, did not	14
1	Don't know/Refused	*
47	No	43
1	Don't know/Refused (VOL.)	0
100		100

QUESTIONS 56 – 61 HELD FOR FUTURE RELEASE

ASK FORM 1 ONLY [N=1101]:

Q.62F1 Have you ever felt that you were being discriminated against because of your weight, or not?

		<i>ABC News/ Time Magazine May 2004</i>
7	Yes	9
93	No	91
*	Don't know/Refused (VOL. DO NOT READ)	0
100		100

ASK FORM 2 ONLY [N=1149]:

Q.63F2 Have you ever felt that people treated you badly because of your weight, or not?

12	Yes
88	No
*	Don't know/Refused (VOL. DO NOT READ)
100	

ASK IF OVERWEIGHT (Q42=1) [N=912]:

Q.64 Earlier you said you felt [IF Q42=1 & Q43=1: very overweight; IF Q42=1 & Q43=2: somewhat overweight; IF Q42=1 & Q43=3: a little overweight].

For each item I name, please tell me how important this is as a reason you are overweight—very important, somewhat important, not too important, or not at all. First, [INSERT ITEM; RANDOMIZE]?

IF NECESSARY: Is this a very important, somewhat important, not too important or not at all important reason you are overweight?

	Very important	Somewhat important	Not too important	Not at all important	Don't know
a. Genetics and hereditary factors	30	38	14	16	2=100
b. The kinds of foods marketed at restaurants and grocery stores	20	35	20	22	3=100
c. Lack of willpower about what to eat	37	35	13	13	2=100
d. Not getting enough physical exercise	53	36	4	5	2=100

NO QUESTION 65**ASK ALL:**

Thinking about the country as a whole...

Q.66 Do you think Americans are more overweight now than they were five years ago, or not?

ASK IF YES (Q66=1):

Q.67 Is this a major problem, a minor problem, or not a problem?

85 Yes, Americans more overweight now

67 *Major problem*

15 *Minor problem*

2 *Not a problem*

1 *Don't know/Refused*

10 No

5 Don't know/Refused

100

ASK FORM 1 ONLY [N=1101]:

Q.68F1 Thinking about the American people as a whole, would you say most are very overweight, most are a little overweight, most are about the right weight or most are underweight?

37 Most are very overweight

53 Most are a little overweight

5 Most are about right

1 Most are underweight

4 Don't know/Refused

100

ASK FORM 2 ONLY [N=1149]:

Q.69F2 Thinking about people you know, would you say that most are very overweight, most are a little overweight, most are about the right weight or most are underweight?

12 Most are very overweight

58 Most are a little overweight

28 Most are about right

* Most are underweight

2 Don't know/Refused

100

NO QUESTION 70

ASK ALL:

Q.71 For each item I name, please tell me how important this is as a reason many Americans are very overweight—very important, somewhat important, not too important, or not at all important. First, **[INSERT ITEM; RANDOMIZE]**?

IF NECESSARY: Is this a very important, somewhat important, not too important or not at all important reason many Americans are very overweight?

	Very important	Somewhat important	Not too important	Not at all important	Don't know
a. Genetics and hereditary factors	32	48	11	5	4=100
b. The kinds of foods marketed at restaurants and grocery stores	50	35	7	5	3=100
c. Lack of willpower about what to eat	59	31	5	2	3=100
d. Not getting enough physical exercise	75	20	2	1	2=100

NO QUESTIONS 72 - 74

Q.75 How easy or hard do you think it is for most people who are very overweight to lose weight (**READ**)?

- 2 Very easy
 - 3 Easy
 - 34 Hard
 - 59 Very hard
 - 2 Don't know/Refused (**VOL.—DO NOT READ**)
- 100

ASK FORM 1 ONLY [N=1101]:

Q.76F1 How often do you think people who are very overweight are discriminated against because of their weight—almost always, sometimes, not too often, or almost never?

- 33 Almost always
 - 57 Sometimes
 - 5 Not too often
 - 2 Almost never
 - 3 Don't know/Refused (**VOL.—DO NOT READ**)
- 100

ASK FORM 2 ONLY [N=1149]:

Q.77F2 How often do you think people who are very overweight are treated badly because of their weight—almost always, sometimes, not too often, or almost never?

- 35 Almost always
 - 54 Sometimes
 - 7 Not too often
 - 2 Almost never
 - 2 Don't know/Refused (**VOL.—DO NOT READ**)
- 100

QUESTIONS 78-90 HELD FOR FUTURE RELEASE