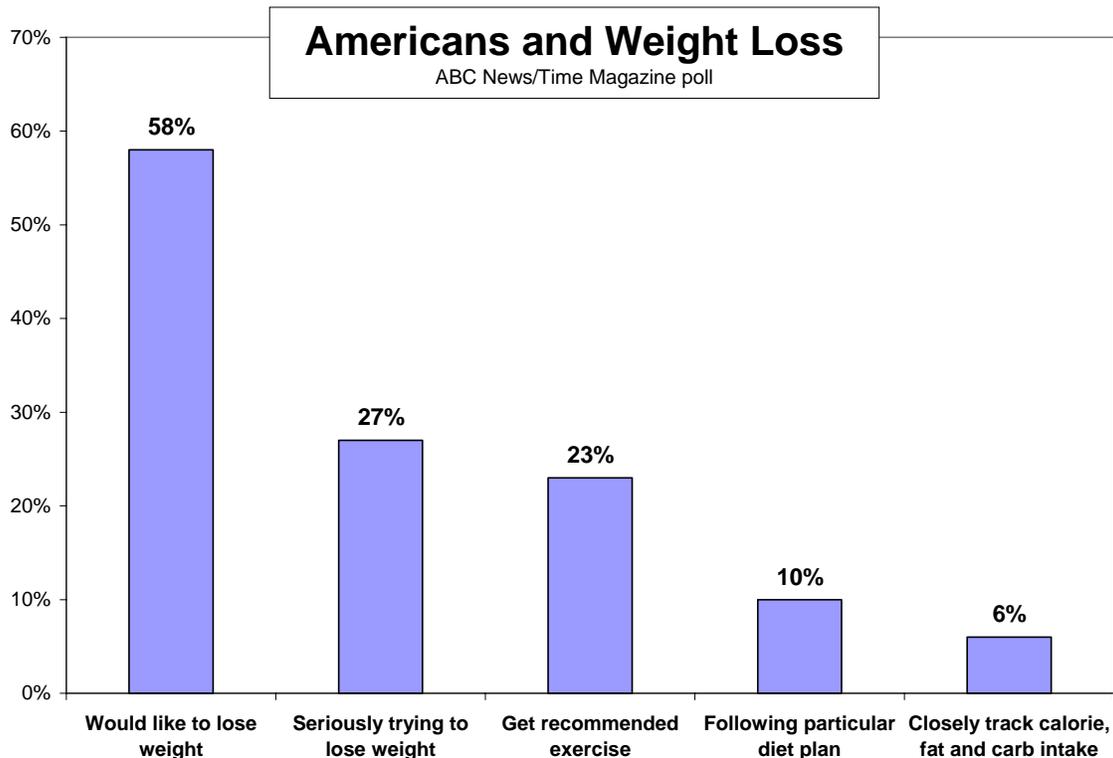


## **America's Obesity Crisis: Broad Concerns, Little Action**

The number of Americans who want to lose weight has doubled since the 1950s, but few are taking the steps to make it happen: Hardly any keep close track of the calories, fat and carbohydrates they consume, and fewer than a quarter get the exercise experts suggest.

Underscoring the country's overweight epidemic, 58 percent would like to lose weight – nearly twice its level, 31 percent, in 1951. But far fewer, only 27 percent, are seriously trying to slim down, and their commitment isn't clear: Two-thirds of those who say they're trying to lose weight aren't following any specific plan to help them pull it off.

There are serious consequences. Overweight Americans are more likely to have overweight children, and less likely to report "excellent" personal health. Those who are getting recommended levels of exercise, by contrast, are much more likely than others to describe their overall health as excellent, and much less apt to be obese.

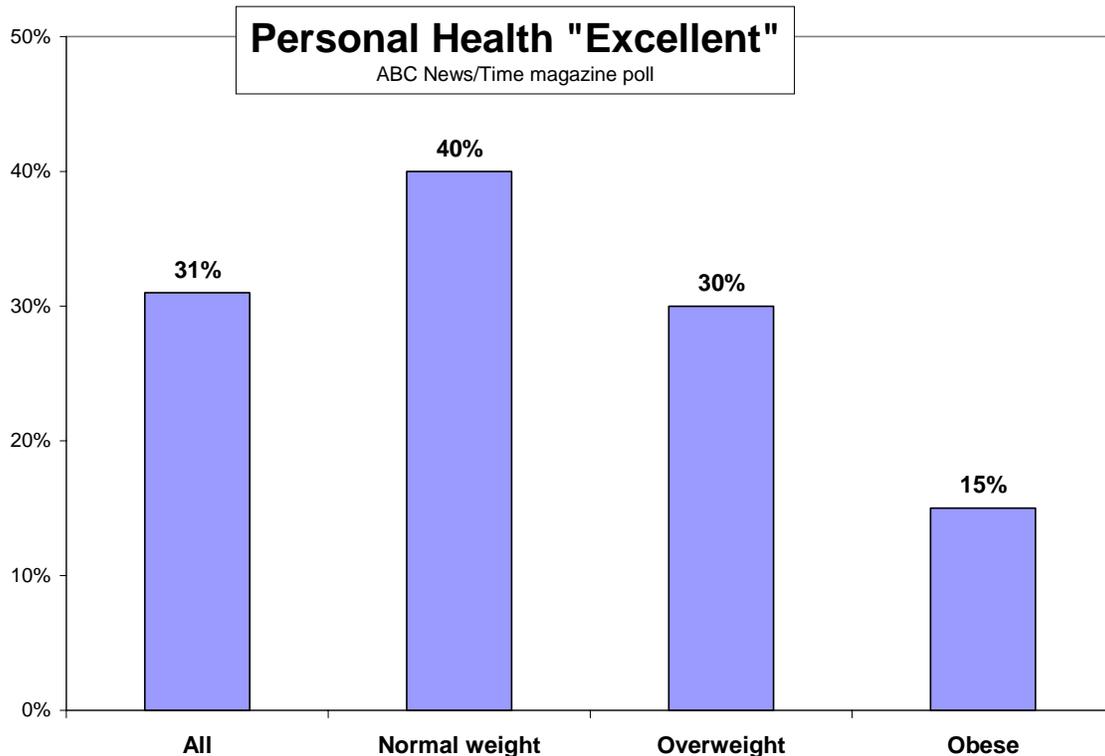


Americans recognize the problem, rating obesity alongside heart disease, cancer, AIDS and drug abuse as among the nation's most-pressing public health problems. Six in 10

say the government is doing too little to address childhood obesity in particular, placing it first on the list of health problems on which the public favors greater federal action.

At the same time, however, considerably more people blame Americans' own behavior rather than any other factors for the obesity problem – and government policies and laws rank last on the list.

These and other results come from a comprehensive ABC News/Time magazine poll on obesity, part of a joint reporting project, "Critical Condition: America's Obesity Crisis." The national, random-sample survey covers Americans' attitudes, policy preferences and personal experiences as they relate to the issue.



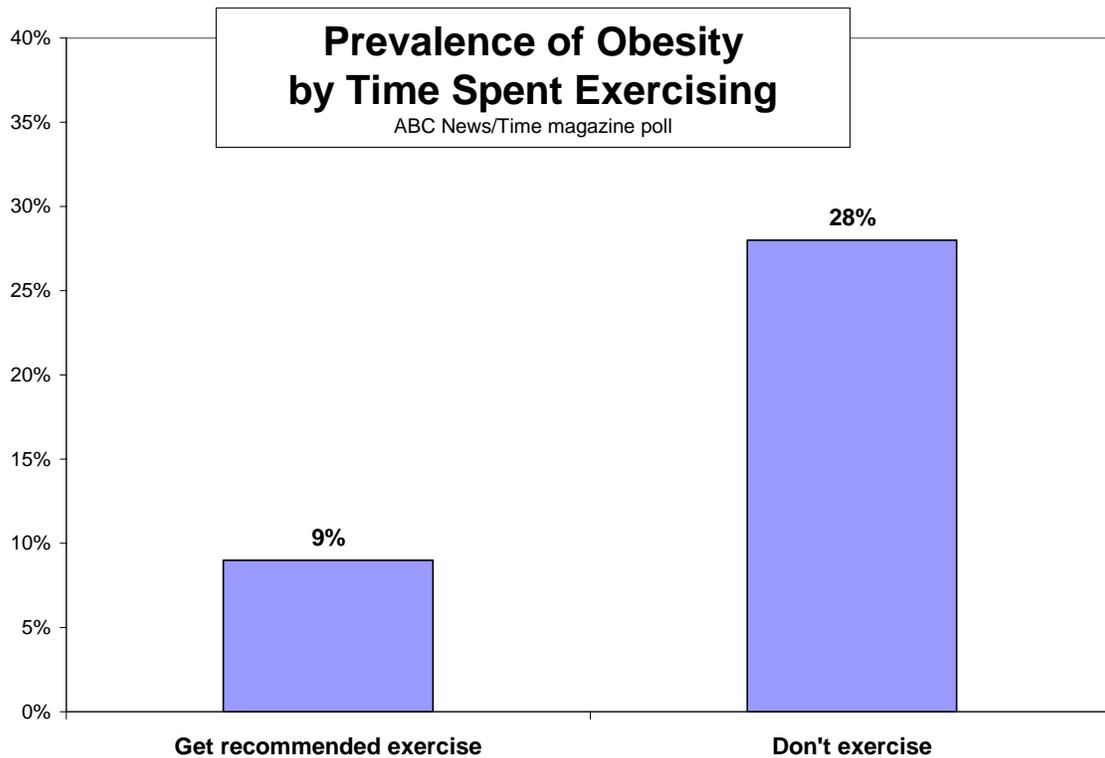
**PERSONAL** – In terms of personal actions, the survey finds that fewer than half of Americans even try to monitor their fat intake, and fewer – around a third – try to keep any track of calories and carbohydrates. Moreover, only 12 to 19 percent keep “close” track of any of these, and a mere six percent “closely” track all three of them.

	Your consumption of			
	Calories	Fat	Carbohydrates	All three
Keep any track	35%	46	35	21
Keep close track	12%	19	15	6

Further, while many people, 77 percent, report that they do get some exercise, 71 percent also say they don't get as much as they should. Just 26 percent report getting “vigorous”

exercise producing a large increase in heart rate and breathing; 23 percent report vigorous exercise at least three times a week for more than 20 minutes per session, as recommended by many health experts.

It matters: Among those who get vigorous exercise, 52 percent say they're in excellent health, compared with 25 percent of other Americans and just 17 percent of those who don't exercise at all. And among Americans who get the recommended level of exercise, nine percent report a body mass index (a calculation based on height and weight) that classifies them as obese; among those who get no exercise, three times as many – 28 percent – are obese.



But dieting clearly is difficult: Among Americans who've tried a diet plan in the past (29 percent of the public), fewer than half say they were able to lose weight and keep it off. The biggest problem cited is not time, money or information – but a lack of willpower.

In sum, while 58 percent of Americans would like to lose weight, just 27 percent are seriously trying to do so; just 23 percent are getting the recommended level of exercise; 10 percent are following a particular diet plan; and only six percent closely track their intake of calories, fats and carbohydrates.

**KIDS** – Exercise, one of the main components of maintaining good weight, is a problem for a sizable number of children, as well. Among parents of school-age children (6 to 17), 42 percent say their child isn't getting as much exercise as she or he should.

It matters here, too: Among children whose parents say they don't get enough exercise, 35 percent are described by their parents as overweight and 23 percent have a BMI (as reported by their parents) equated with overweight or obesity. By contrast, among those who do get enough exercise, just three percent are called overweight by their parents, and six percent have high BMIs.

	"Overweight" per parents	Overweight/ obese by BMI
Get enough exercise	3%	6
Not enough exercise	35	23

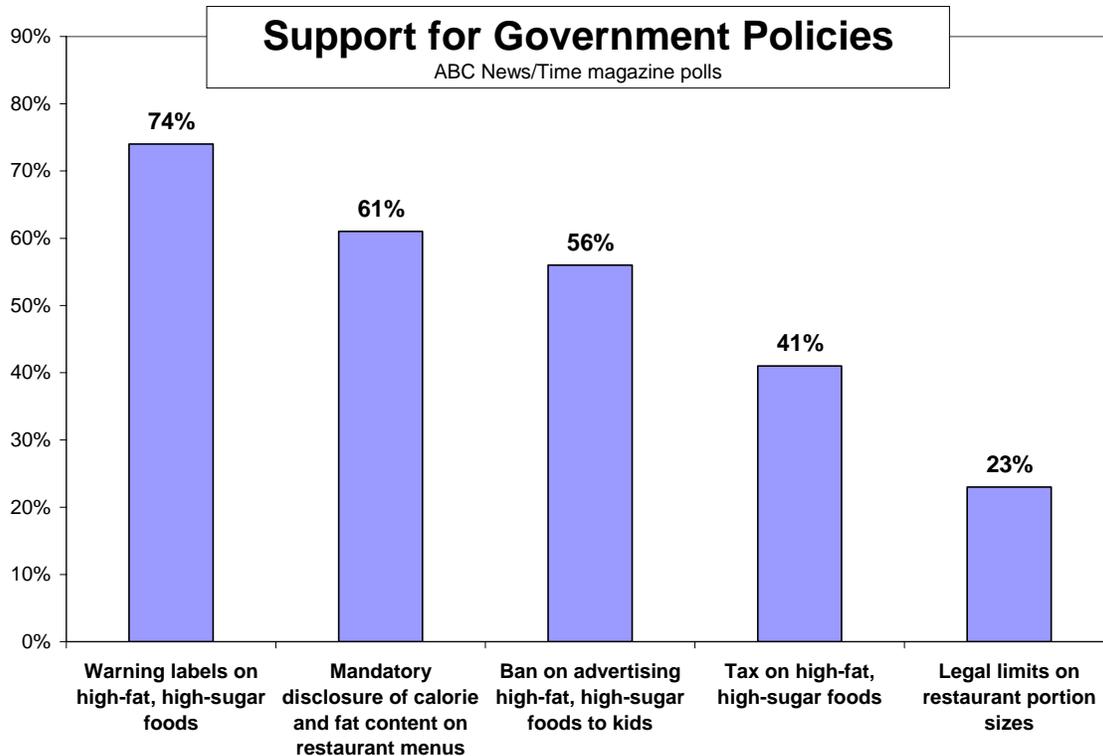
Among kids who watch three or more hours of television a day, 21 percent are called overweight by their parents; among those who watch less TV, slightly fewer, 13 percent, are described as overweight.

Two sources of physical activity for kids are gym and after-school sports. While 83 percent of parents say their child has phys ed class at school, it's a five-day-a-week proposition for just 29 percent. And while 58 percent participate in regularly scheduled after-school or weekend sports activities, 41 percent don't. Kids who are in after-school sports programs are twice as likely as others to be described by their parents as getting enough exercise.

**POLICY** – On the policy level there's support for a variety of initiatives. Majorities favor mandatory warning labels on fattening foods, a ban on advertising such foods to children and mandatory disclosure of calorie and fat content on restaurant menus. (Seven in 10 also oppose allowing soda and candy vending machines in schools, even if they raise funds for school budgets.)

None of the legislative actions proposed, however, gets majority "strong" support, making them more a preference than a public demand. And most people oppose two more severe measures: a tax on fattening foods with the proceeds used for anti-obesity programs, and legal limits on restaurant portion sizes.

	Support for legislation Net	"Strong" support
Put warning labels on fattening foods	74%	49%
Make restaurants disclose fat, calories	61	38
Ban advertising to children	56	36
Tax fattening foods	41	21
Limit restaurant portions	23	11



The likely reason is that Americans look to themselves as the root of the problem. Eighty-seven percent say the main responsibility for obesity lies with “individual Americans in their choice of diet and lack of exercise,” giving it far and away the top blame. Indeed it’s the only item tested that a majority gives “a great deal” of blame for obesity.

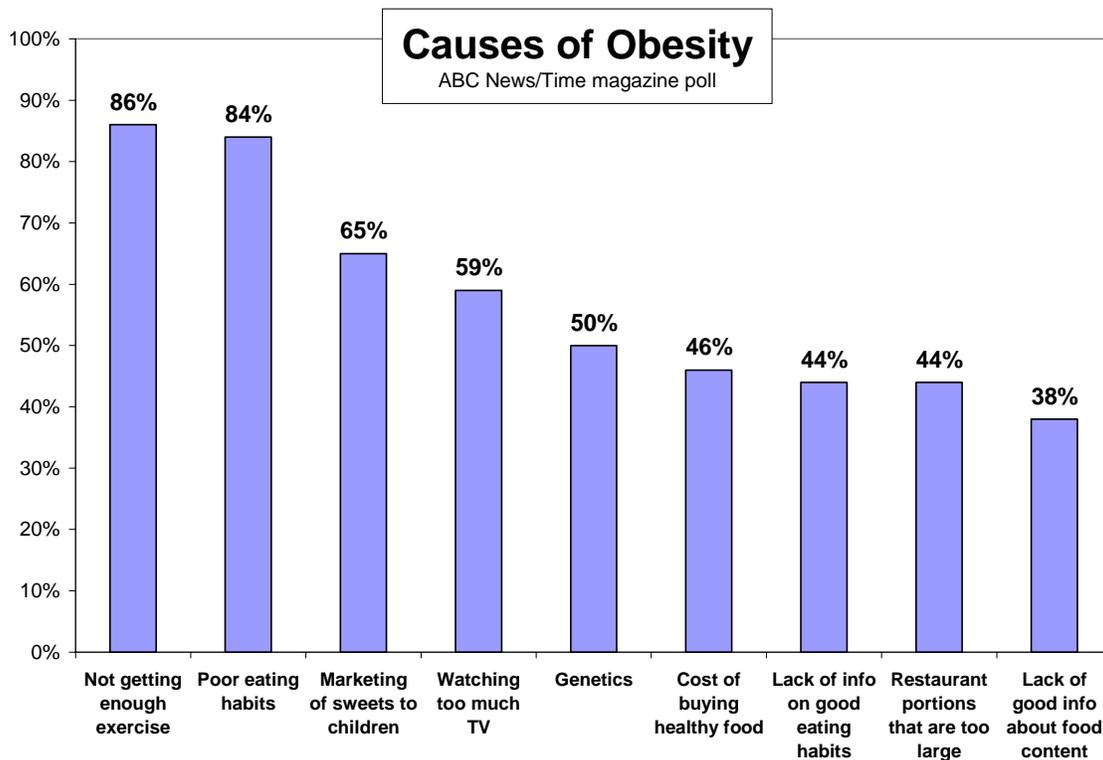
	Responsible for obesity?	
	Net	“Great deal”
Individuals in their diet/exercise	87%	67%
Fast-food restaurants	64	43
Schools that allow fattening snacks	64	40
Manufacturers of fattening foods	61	36
Advertisers of fattening foods	60	35
Government policies and laws	41	20

Similarly, more than eight in 10 cite poor eating habits and a lack of exercise as the leading causes of obesity, placing these well above other possible factors, such as the marketing of fattening foods to children, restaurant portion sizes or a lack of information.

The “cost of buying healthy food” is in the middle of the list, cited by 46 percent as a top cause of obesity, but this result is closely linked to income. Among people with household incomes less than \$20,000 a year, 65 percent call the cost of food a major cause of obesity. Among those with incomes over \$100,000, this falls to 26 percent.

Top causes of obesity

Lack of exercise	86%
Poor eating habits	84
Marketing to kids	65
Too much TV	59
Family history	50
Cost of healthy food	46
Oversize portions	44
Lack of information on good eating habits	44
Lack of information on food content	38



Marketing – third on the list of causes of obesity - is a concern to many. Sixty-two percent of Americans believe that manufacturers of processed foods engage in misleading advertising to sell high-calorie products, and 54 percent believe that fast-food restaurants do the same. Far fewer, however – 14 and 12 percent, respectively – say people should be allowed to sue over that, another indication of the public’s focus on personal responsibility.

Whoever’s responsible for obesity, most people don’t support punitive measures by health insurance companies. Seventy-two percent say insurers should not be permitted to charge higher premiums for overweight people (this includes two-thirds of those who are not overweight themselves), and an overwhelming 93 percent say it should not be legal for insurers to drop overweight people from coverage entirely.

DIETS and WILL – As noted, among those who’d like to lose weight, 40 percent say “having the willpower” is the hardest thing for them personally, far ahead of other impediments such as having the time, exercising or taking the trouble to count calories.

Hardest thing about losing weight (Among those who want to lose weight)	
Having the willpower	40%
Having the time	20
Doing the exercise	14
Counting calories	11
Paying for healthy food	8
Knowing what to do	4

Among people who are currently trying to lose weight (27 percent of Americans), self-designed diet plans are most popular, followed (in single digits) by the Atkins, South Beach and Weight Watchers programs. Far and away first, however, is the 64 percent who say they’re not following any particular weight-loss diet plan.

Most popular diet plans (Among those “seriously trying” to lose weight)	
Own/self-designed	12%
Atkins	6
Weight Watchers	6
South Beach	5
Other	5
No plan	64

Twenty-nine percent, about as many who are trying to lose weight now, say they’ve followed weight-loss plans before. Some have done so often: Six percent of Americans say they’ve tried diet plans six or more times in the past.

The success rate is not great: Of those who’ve followed weight-loss diet plans in the past, 74 percent say at least some of them worked in helping them lose weight. But a quarter say they didn’t lose weight, and another quarter say they lost weight but couldn’t keep it off. The net total is that 48 percent say they lost weight and kept it off; 52 percent didn’t.

GENDER – There’s a strong gender gap across many of these activities and issues. Women are less likely than men to be overweight, given their self-reported body mass index (there may be some self-reporting issues here), but they’re also 10 points more likely than men to describe themselves as overweight.

Sixty-eight percent of women say they’d like to lose weight, compared with 47 percent of men; and women are twice as likely as men to say they’re seriously trying to do so (35 to 18 percent). Sixty-four percent of women, compared with 48 percent of men, call it “very important” to eat a balanced diet without too many calories. Women are more apt than men to be trying to keep track of their calorie, fat and carbohydrate intake, and also to have tried a diet plan – but less likely to say it worked.

	Women	Men
Like to lose weight	68%	47
See balanced diet as "very important"	64	48
Keeping track of calories	42	27
Have tried a diet plan	39	18
If dieted, lost weight and kept it off	39	58
Trying to lose weight	35	18

On issues, women are more likely than men to blame factors such as marketing to kids, the cost of food and school policies for the obesity problem, more apt to oppose vending machines in schools, and more supportive of steps such as banning advertising of fattening foods to children and requiring restaurants to list fat and calorie content.

**OBESITY** – The poll, while finding broad awareness of obesity issues, also indicates a certain level of disconnect or denial. Forty percent of Americans describe themselves as overweight, including five percent who say they're "very" overweight. But self-reported heights and weights produce "body mass index" figures that classify 50 percent as overweight, including 17 percent obese. And there can be self-reporting shortcomings (for example, five percent declined to give their height and/or weight); the federal Centers for Disease Control, based on physical examinations rather than self-reporting, estimates that 64 percent of American adults are overweight, and 30 percent obese.

Using the BMI numbers in this poll, there are significant differences across groups, with factors including income, education and race, as well as diets, exercise and other behaviors. Among people in households with less than \$20,000 in annual income, 27 percent are obese; in \$75,000+ households it's only one in 10. Obesity is more common among people who've never been to college (22 percent) than it is among college graduates (again one in 10); and 29 percent of blacks are obese, compared with 16 percent of whites.

There's also evidence of divided interests: While 87 percent of Americans say eating a healthy and balanced diet is important to them personally, and 84 percent say the same about getting vigorous exercise, 82 percent also say it's important to them to "enjoy life without worrying too much about diet and exercise." People in this group are 13 points more likely to describe themselves as overweight, and nine points more likely to report a high BMI.

**TV, INTERNET**– Sitting in front of a glowing screen is perceived as one of the problems in obesity; as noted, 59 percent call "watching too much television" a major cause. There is a link: Among people who watch an hour or less of TV a day, nine percent are obese; among those who watch four hours or more daily, it's 25 percent. (There's also a link among children, described above.)

At the same time, self-reported TV time is about the same now as it's been in polls going back to the mid-70s – it hasn't grown, while obesity has, suggesting the link is not causal.

An activity that has increased is use of the Internet – 64 percent of Americans now spend at least some time each week using the Internet or e-mail outside of work, up from 48 percent in 2000. This activity, however, doesn't show any relationship to obesity, either for adults or for kids.

**FAST FOOD, FRUIT & VEG** – People who eat out at restaurants more often than others are no more likely to report an overweight or obese body mass index. But it's different with fast food: People who report eating out more frequently at fast-food establishments are more apt to give a BMI that suggests they are slightly more apt to be overweight or obese, albeit not by a wide margin.

	% Obese by BMI
Eat fast food less than 3x/week	16%
Eat fast food 3x/week or more	24%

Then there are fresh fruit and vegetables, just like your mother said to eat. Eighty-nine percent of Americans say they keep them in the house, and it seems to matter: People who do not keep fresh fruit and vegetables in the house, while just 11 percent of the public, are twice as likely as others to report a body mass index that classifies them as obese.

**BIAS** – Finally, this poll finds that there can be consequences to obesity other than health problems alone: Nearly one in 10 adult Americans, and two in 10 obese people, say they've experienced discrimination because of their weight. And 42 percent of Americans concede “at least some negative feelings” about overweight people, a possible source of hidden or subtle bias.

**METHODOLOGY** – This ABC News/Time magazine poll was conducted by telephone May 10-16, 2004, among a random national sample of 1,202 adults. The results have a three-point error margin. Field work by TNS of Horsham, Pa.

Analysis by Gary Langer.

ABC News polls can be found at ABCNEWS.com at <http://abcnews.com/pollvault.html>.

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Full results follow.

\*= less than 0.5 percent

1. How would you rate your own personal health - would you say your personal health is excellent, good, not so good or poor?

---Excellent/Good (NET)-- ---Not Good/Poor (NET)-- No

	NET	Excellent	Good	NET	Not Good	Poor	op.
5/16/04	87	31	56	13	8	5	*
10/13/03	90	35	55	10	7	3	*
8/27/97	88	35	52	12	8	4	*

3. For each item I name, please tell me how important it is to you personally - very important, somewhat important, not too important or not important at all.

5/16/04 - Summary Table

	-----Important-----			-----Not important-----			No op.
	NET	Very	Smwt.	NET	Not too	At all	
a. Eating a healthy and balanced diet without too many calories	87	56	30	13	8	5	0
b. Getting vigorous physical exercise on a regular basis	84	51	34	16	10	5	*
c. Enjoying life without worrying too much about diet and exercise	82	47	35	17	11	7	1

4. For each item I name, please tell me how serious a public health problem you think it is in this country - extremely serious, very serious, somewhat serious, or less serious than that.

5/16/04 - Summary Table

	-----Serious-----			----Less serious----			No op.
	NET	Ext.	Very	NET	Smwt.	Less	
a. Heart disease	82	29	53	17	15	2	1
b. Cancer	87	37	49	13	12	1	*
c. AIDS	80	35	44	19	16	4	1
d. Cigarette smoking	72	32	40	28	22	6	*
e. Illegal drug abuse	76	32	44	23	20	4	*
f. Alcohol abuse	67	25	42	32	27	5	1
g. Obesity, that is, people being seriously overweight	79	34	46	21	18	3	*
h. Childhood obesity in particular	77	33	44	22	19	3	1

5. In terms of addressing the problem of (ITEM) do you think the federal government is doing too much, too little or about the right amount?

5/16/04 - Summary Table

	Too much	Too little	Right amount	No opin.
a. Heart disease	3	44	49	4
b. Cancer	3	54	40	3
c. AIDS	5	53	38	4
d. Cigarette smoking	14	42	42	2
e. Illegal drug abuse	10	58	30	2
f. Alcohol abuse	7	46	45	3
g. Obesity, that is, people being seriously overweight	8	53	35	4
h. Childhood obesity				

in particular

5

62

28

4

6. On the average day, about how many hours do you personally watch television?

	0	1-2	3-4	5+
5/16/04	6	47	31	15
6/26/02*	4	48	31	17
6/25/00	6	49	30	15
6/19/98	5	48	31	16
5/25/96	4	49	31	16
5/31/94	4	49	33	14
4/26/93	4	49	31	16
2/91	4	43	35	18
2/90	3	50	31	16
2/89	3	48	31	18
2/88	3	44	33	20
2/86	4	45	33	18
2/85	5	44	34	17
2/83	6	44	33	17
2/82	4	46	33	17
2/80	8	42	32	18
2/78	6	48	32	14
2/77	4	46	33	17
2/75	4	44	35	17

\*6/26/02 and previous: NORC

7. How many hours do you spend using the internet or e-mail in a typical week, not counting the times you do so for work?

	0	<1	1-5	6-10	>10	No op.
5/16/04	35	10	34	10	11	*
7/00*	51	8	27	7	6	*

\*Harvard University

8. Do you find the time to get any moderate to vigorous physical exercise in an average week, or not? That means exercise that increases heart rate and breathing.

	Yes	No	No opinion
5/16/04	77	22	*

9. (IF EXERCISE, Q8) Is that more likely to be moderate exercise, which produces a small increase in heart rate and breathing; or vigorous exercise, which produces a large increase in heart rate and breathing?

	Moderate	Vigorous	No opinion
5/16/04	65	34	1

8/9 NET All Respondents

	-----Exercise-----			Don't	No
	NET	Moderate	Vigorous	exercise	op.
5/16/04	77	50	26	22	*

10. (IF EXERCISE, Q8) About how many times a week do you get exercise?

	1-2	3	4-5	6+	No op.
--	-----	---	-----	----	--------

5/16/04          10    26    33    31    0

11. (IF EXERCISE, Q8) And, for about how many minutes on average do you exercise each time?

	Up to 20	21-30	31-45	46+	No op.
5/16/04	13	21	19	47	1

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

	Get as much as should	Should be getting more	No opinion
5/16/04	29	71	*

13. Do you have any children between the ages of six and 17 living at home, or not? (IF YES) Would that be one child, or more than one?

	NET	One child	More than one	No children 6-17	No opinion
5/16/04	28	13	15	72	*

14. (IF HAVE CHILDREN 6-17, Q13) On the average day, about how many hours does (he/she) watch television?

	0	1-2	3-4	5+	No op.
5/16/04	5	53	29	12	1

15. (IF HAVE CHILDREN 6-17, Q13) Not including homework, just on (his/her) own, about how many hours a week would you say your child uses the internet, e-mail or computer games, if any?

	0	<1	1-3	4-5	6+	No opin.
5/16/04	23	9	31	12	24	1

16. (IF HAVE CHILDREN 6-17, Q13) Do you feel that your child probably gets as much physical exercise as (he/she) should, or do you think (he/she) should probably be getting more physical exercise?

	Gets as much as should	Should be getting more	No opinion
5/16/04	57	42	*

17. (IF HAVE CHILDREN 6-17, Q13) As far as you're aware, does your child have a physical education class at school, or not?

	Yes	No	No opinion
5/16/04	83	15	2

18. (IF CHILD HAS A PHYSICAL EDUCATION CLASS, Q17) How many days a week does your child have a physical education class at school, if you happen to know?

	1	2	3	4	5	No opinion
5/16/04	15	23	21	2	35	5

17/18 NET

	-----Has phys ed-----					Does not have	No
	NET	1	2	3	4	5	phys ed class op.
5/16/04	83	12	19	17	1	29	15 2

19. (IF HAVE CHILDREN 6-17, Q13) Does your child participate in any regularly scheduled after-school or weekend sports activities, or not?

	Yes	No	No opinion
5/16/04	58	41	*

20. (IF HAVE CHILDREN 6-17, Q13) How much of a say (does your child/do your children) have in deciding what foods your family eats - do they have a great deal of say, a good amount, just some or hardly any?

	-----More say-----			-----Less say-----				
	NET	Great deal	Good amount	NET	Just some	Hardly any	None (vol.)	No op.
5/16/04	50	14	35	50	32	14	4	*

21. (IF HAVE CHILDREN 6-17, Q13) The child we've discussed - would you say (he/she) is very overweight, somewhat overweight, about right, somewhat underweight, or very underweight?

	-----Overweight-----			About right	-----Underweight-----			No op.
	NET	Very	Smwt.	NET	Smwt.	Very	op.	
5/16/04	17	3	14	73	9	9	1 *	

22. About how often in an average week do you eat a meal at any restaurant?

	Never	<than weekly	1	2	3+	No op.
5/16/04	14	17	30	16	24	*

23. About how often in an average week do you eat a meal from a fast-food restaurant like McDonald's or Burger King?

	Never	<than weekly	1	2	3+	No op.
5/16/04	34	20	23	11	11	*

25. Do you try to keep track of the (ITEM) in your daily diet, or is that something you don't pay much attention to? (IF KEEPS TRACK) Is that something you track closely, or somewhat?

5/16/04 - Summary Table

	-----Keep track-----			Don't pay attention	No opinion
	NET	Closely	Somewhat		
a. amount of calories you consume	35	12	23	65	*
b. fat content	46	19	27	54	0
c. amount of carbohydrates	35	15	21	65	0

26. Do you keep a supply of fresh fruits and vegetables in your house, or is that something you don't get around to that much?

	Yes	No	No opinion
5/16/04	89	11	0

28. How would you describe your own personal weight situation right now - very overweight, somewhat overweight, about right, somewhat underweight, or very underweight?

	-----Overweight-----			About right	----Underweight----			No op.
	NET	Very	Smwt.		NET	Smwt.	Very	
5/16/04	40	5	35	54	6	5	1	*
11/5/03*	41	4	37	53	6	5	1	*
7/9/03	43	4	39	50	6	5	1	1
11/14/03	42	6	36	51	6	5	1	1
7/11/02	40	6	34	55	5	5	*	*
11/8/01	44	6	38	51	4	4	*	1
7/22/01	45	5	41	49	5	5	*	*
7/25/99	39	4	35	53	7	6	1	1
10/21/90	48	7	41	46	6	5	1	*

\*11/5/03 and previous: Gallup

29. Would you like to (lose weight), (stay at your present weight), or (put on weight)?

	Lose weight	Stay at present weight	Put on weight	No op.
5/16/04	58	34	8	*
11/5/03*	60	32	8	*
11/14/02	58	34	8	*
7/22/01	59	34	7	*
7/25/99	52	39	9	*
2/25/96	55	41	4	*
10/21/90	52	40	7	1
9/4/57	35	49	11	5
6/29/55	37	48	13	2
7/7/54	35	50	14	1
2/5/53	37	49	13	1
1951	31	50	17	2

\*11/5/03 and previous: Gallup

30. At this time are you seriously trying to lose weight, or not?

	Yes	No	No opinion
5/16/04	27	73	*
11/5/03*	28	72	*
11/14/02	24	75	1
7/22/01	25	75	*
7/25/99	20	80	*
2/25/96	26	74	*
10/21/90	18	82	*
1955	17	83	*
1953	25	75	*
1951	19	81	*

\*11/5/03 and previous: Gallup

31. (IF TRYING TO LOSE WEIGHT, Q30) Are you currently following any particular weight-loss diet plan, or not? (IF YES) Which one?

Yes NET	36
My own/self-designed	12
Atkins	6
Grapefruit Diet	0
Jenny Craig	*
Metabolife	0
Richard Simmons	0
South Beach	5
Slimfast	1
Subway Diet	0
Weight Watchers	6
Other	5
Combination/more than one	1
No/No diet plan	64
No opinion	0

32. Have you followed any particular weight-loss diet plans in the past, or not? (IF YES) How many times in the past have you followed a particular diet plan?

	-----Yes-----					
	NET	1	2-3	4+	No	No opin.
5/16/04	29	10	10	9	71	*

33. (IF HAVE FOLLOWED A WEIGHT-LOSS PLAN, Q32) Overall, have you found that the weight-loss diet plans you've tried in the past have or have not worked in helping you lose weight?

	-----Have worked-----			Have not	No
	NET	Yes	Some did/some didn't	worked	op.
5/16/04	74	66	8	26	0

34. (IF DIET PLANS HAVE WORKED, Q33) Have these plans worked or not worked in terms of helping you keep the weight off?

	-----Have worked-----			Have not	No
	NET	Yes	Some did/some didn't	worked	op.
5/16/04	65	61	4	35	*

Q33/34 NET

	-----Have worked-----			-----Have not worked-----			
	NET	Kept it off	Some did/ some didn't	NET	Didn't lose	Didn't keep weight off	No op.
5/16/04	48	45	3	52	26	26	0

35. (IF WOULD LIKE TO LOSE WEIGHT, Q29) What is the hardest thing about losing weight for you personally - is it (having the willpower), (having enough time), (knowing what to do), (paying for healthy food), (taking the trouble to count calories), or (doing the physical exercise)?

	5/16/04
Having the willpower	40
Having enough time	20
Knowing what to do	4
Paying for healthy food	8
Taking the trouble to count calories	11
Doing the physical exercise	14
No opinion	3

35a. Have you ever felt that you were being discriminated against because of your weight, or not?

	Yes	No	No opinion
5/16/04	9	91	0

36. For each item I name, please tell me if you think it's one of the single most important causes of obesity in this country, very important, somewhat important or less important than that.

5/16/04 - Summary Table

	---More important---			---Less important---			No op.
	NET	Most	Very	NET	Smwt.	Less	
a. Poor eating habits	84	20	65	15	11	4	1
b. Restaurant portions that are too large	44	8	36	55	31	24	1
c. Watching too much television	59	13	46	40	26	13	1
d. Not getting enough physical exercise	86	21	65	14	11	3	*
e. Genetics, or a family history	50	7	43	48	38	11	1
f. Lack of information on good eating habits	44	6	39	55	32	23	1
g. Lack of information about food content	38	5	32	62	34	28	1
h. The marketing of sweets and other high-calorie foods to children	65	15	50	34	21	13	1
i. The cost of buying healthy food	46	6	39	53	30	23	1

37. Whatever the causes of obesity, I'd like to ask you about groups that may or may not be responsible for creating the problem. For each, please tell me if you think it bears a great deal of responsibility for the nation's obesity problem, a good amount, just some or hardly any.

5/16/04 - Summary Table

	-----More-----			-----Less-----				No op.
	NET	Great deal	Good amount	NET	Just some	Hardly any	None (vol.)	
a. Manufacturers of high-calorie packaged and processed foods	61	36	25	38	22	12	3	1
b. Marketers and advertisers of high-calorie packaged and processed foods	60	35	25	39	24	12	3	1
c. Fast-food restaurants	64	43	21	35	19	13	3	1
d. Individual Americans in their choice of diet and lack of exercise	87	67	20	12	7	4	1	1
e. Government policies and laws on food content and marketing	41	20	21	56	28	24	5	2

f. Schools that allow high-calorie snacks and sweets 64 40 24 35 20 12 3 1

38. Do you think (ITEM) do or do not use misleading advertising to sell high-calorie foods? IF YES: Do you think people should be able to sue them for that, or not?

5/16/04 - Summary Table

	-----Yes-----				No op.
	NET	Can sue	Can't sue	No	
a. Manufacturers of processed foods	62	14	47	35	3
b. Fast-food restaurants	54	12	42	43	3

39. If you honestly assessed yourself, would you say that you have at least some negative feelings about people who are overweight?

	Yes	No	No opinion
5/16/04	42	57	1

40. Thinking about government policies, would you support or oppose (ITEM)? Would you (support/oppose) that strongly or somewhat?

5/16/04 - Summary Table

	-----Support-----			-----Oppose-----			No op.
	NET	Strg.	Smwt.	NET	Smwt.	Strg.	
a. A ban on advertising high-fat and high-sugar food on children's television shows and in children's magazines	56	36	20	42	19	24	1
b. A tax on high-fat and high-sugar foods, with the money used for advertising and programs to fight obesity	41	21	20	58	20	38	1
c. A law requiring restaurants to list the calorie count and fat content of all items on their menus	61	38	23	37	16	21	2
d. Warning labels on high-fat and high-sugar foods about the health risks of being overweight	74	49	26	24	12	12	1
e. A law setting a legal limit on portion sizes in restaurants	23	11	12	76	23	53	2

41. Do you think health insurance companies should or should not be permitted to charge higher premiums for people who are overweight?

	Should	Should not	No opin.
5/16/04	26	72	2

42. Do you think health insurance companies should or should not be permitted to drop people from coverage because they're overweight?

	Should	Should not	No opin.
5/16/04	6	93	1

43. Do you think schools should be allowed to raise money for their budgets by allowing soda and candy vending machines in school, or should this not be allowed?

	Should	Should not	No opin.
5/16/04	30	69	1

\*\*\*END\*\*\*