

Detailed tables

KA1_1. (Sometimes I make a sacrifice at one meal if I had more at an earlier meal or want to have more later on (ex. I will not have carbs for dinner if I had them for lunch)) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
Sometimes I make a sacrifice at one meal if I had more at an earlier meal or want to have more later on (ex. I will not have carbs for dinner if I had them for lunch)										
Strongly agree	81 8%	35 7%	46 9%	19 7%	35 9%	27 9%	4 3%	23 8%	40 8%	14 13% F
Somewhat agree	345 34%	142 29%	203 40% A	86 29%	136 34%	123 40% C	31 27%	95 33%	174 36%	44 39% F
Somewhat disagree	341 34%	185 38% B	156 31%	106 36%	140 35%	95 31%	46 40% I	103 36%	162 33%	31 27%
Strongly disagree	233 23%	128 26% B	105 21%	83 28% E	87 22%	63 20%	35 30%	65 23%	110 23%	23 21%
Summary										
Top2Box - Agree	426 43%	177 36%	248 49% A	105 36%	171 43%	150 49% C	35 30%	119 41% F	214 44% F	58 52% FG
Low2Box - Disagree	574 57%	312 64% B	262 51%	189 64% E	227 57%	158 51%	81 70% GHI	168 59% I	272 56%	54 48%

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KA1_2. (If I have plans for a big dinner, I may skip lunch that day) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
If I have plans for a big dinner, I may skip lunch that day										
Strongly agree	94	45	49	31	36	26	11	28	49	5
	9%	9%	10%	11%	9%	8%	10%	10%	10%	5%
Somewhat agree	274	137	138	81	112	82	23	83	133	35
	27%	28%	27%	27%	28%	26%	20%	29%	27%	32%
Somewhat disagree	375	196	179	116	149	110	52	106	178	39
	37%	40%	35%	39%	37%	36%	45%	37%	37%	35%
Strongly disagree	257	112	145	66	100	91	30	69	126	33
	26%	23%	28%	22%	25%	29%	25%	24%	26%	29%
A										
C										
Summary										
Top2Box - Agree	368	182	186	112	148	107	34	111	182	41
	37%	37%	36%	38%	37%	35%	30%	39%	37%	36%
Low2Box - Disagree	632	308	324	182	249	201	82	175	304	71
	63%	63%	64%	62%	63%	65%	70%	61%	63%	64%

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KA1_3. (If I opt for the low fat or low calorie version of something, I can have a larger portion of it) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
If I opt for the low fat or low calorie version of something, I can have a larger portion of it										
Strongly agree	40	16	24	10	18	12	4	9	21	6
	4%	3%	5%	3%	5%	4%	4%	3%	4%	6%
Somewhat agree	183	84	99	50	80	52	20	57	83	22
	18%	17%	19%	17%	20%	17%	17%	20%	17%	20%
Somewhat disagree	471	237	234	138	183	149	58	126	235	52
	47%	48%	46%	47%	46%	49%	50%	44%	48%	46%
Strongly disagree	306	153	154	96	116	94	34	95	146	31
	31%	31%	30%	33%	29%	31%	29%	33%	30%	28%
Summary										
Top2Box - Agree	223	100	123	60	98	64	24	66	104	29
	22%	20%	24%	20%	25%	21%	21%	23%	21%	26%
Low2Box - Disagree	777	390	387	234	299	244	92	221	381	83
	78%	80%	76%	80%	75%	79%	79%	77%	79%	74%

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KA1_4. (I sometimes reward myself with food after exercising) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I sometimes reward myself with food after exercising										
Strongly agree	32 3%	16 3%	16 3%	10 3%	13 3%	9 3%	4 4%	9 3%	15 3%	4 4%
Somewhat agree	250 25%	135 28%	115 23%	96 33% DE	92 23%	63 20%	25 22%	59 21%	135 28% G	32 29%
Somewhat disagree	404 40%	194 40%	210 41%	114 39%	164 41%	126 41%	38 33%	126 44% F	197 41%	43 39%
Strongly disagree	314 31%	145 30%	169 33%	75 25%	129 32% C	110 36% C	49 42% HI	94 33%	139 29%	33 29%
Summary										
Top2Box - Agree	282 28%	151 31%	131 26%	106 36% DE	105 26%	72 23%	29 25%	68 24%	149 31% G	36 32%
Low2Box - Disagree	718 72%	339 69%	379 74%	189 64%	293 74% C	236 77% C	87 75%	219 76% H	336 69%	76 68%

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KA1_5. (I sometimes celebrate an accomplishment with food) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I sometimes celebrate an accomplishment with food										
Strongly agree	92 9%	39 8%	53 10%	33 11%	32 8%	27 9%	11 10%	25 9%	43 9%	13 11%
Somewhat agree	378 38%	181 37%	196 38%	135 46% DE	145 36%	98 32%	36 31%	100 35%	194 40%	48 43%
Somewhat disagree	313 31%	162 33%	150 29%	83 28%	136 34%	93 30%	42 36%	93 32%	148 30%	30 27%
Strongly disagree	218 22%	107 22%	110 22%	43 15%	84 21% C	90 29% CD	27 23%	69 24%	101 21%	21 19%
Summary										
Top2Box - Agree	469 47%	220 45%	249 49%	168 57% DE	177 45%	125 40%	48 41%	124 43%	237 49%	60 54% FG
Low2Box - Disagree	531 53%	270 55%	261 51%	127 43%	221 55% C	183 60% C	68 59% I	162 57% I	248 51%	52 46%

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KA1_6. (Special foods or treats are an excellent way to make up for a bad day) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
Special foods or treats are an excellent way to make up for a bad day										
Strongly agree	74 7%	31 6%	43 8%	29 10% E	32 8% E	13 4%	6 6%	21 7%	36 8%	10 9%
Somewhat agree	311 31%	143 29%	168 33%	111 38% DE	113 28%	87 28%	29 25%	81 28%	176 36% FGI	25 22%
Somewhat disagree	359 36%	200 41% B	159 31%	108 37%	146 37%	105 34%	46 39%	105 37%	162 33%	47 42%
Strongly disagree	256 26%	116 24%	140 27%	46 16%	107 27% C	103 33% CD	35 30%	80 28%	111 23%	31 27%
Summary										
Top2Box - Agree	385 39%	174 36%	211 41% A	140 48% DE	145 36%	100 33%	35 30%	102 36%	213 44% FGI	34 31%
Low2Box - Disagree	615 61%	316 64% B	299 59%	154 52%	253 64% C	208 67% C	81 70% H	184 64% H	273 56%	77 69% H

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KA1_7. (I sometimes eat just because I'm bored) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I sometimes eat just because I'm bored										
Strongly agree	135 14%	58 12%	77 15%	62 21% DE	46 12%	27 9%	15 13%	29 10%	79 16% G	12 11%
Somewhat agree	368 37%	157 32%	210 41% A	115 39% E	164 41% E	88 29%	41 35%	117 41% I	176 36%	34 30%
Somewhat disagree	257 26%	145 30% B	112 22%	73 25%	98 25%	86 28%	29 25%	65 23%	129 27%	33 30%
Strongly disagree	240 24%	129 26%	111 22%	43 15%	89 22% C	107 35% CD	30 26%	76 26%	101 21%	33 29% H
Summary										
Top2Box - Agree	503 50%	216 44%	287 56% A	177 60% DE	211 53% E	115 37%	57 49%	146 51%	255 53% I	46 41%
Low2Box - Disagree	497 50%	274 56% B	223 44%	117 40%	187 47% C	193 63% CD	59 51%	141 49%	231 47%	66 59% H

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KA1_8. (I think about every piece of food I put in my mouth) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I think about every piece of food I put in my mouth										
Strongly agree	51 5%	20 4%	32 6%	15 5%	19 5%	18 6%	5 4%	17 6%	23 5%	7 6%
Somewhat agree	223 22%	101 21%	122 24%	67 23%	89 22%	66 21%	35 31% HI	63 22%	102 21%	22 20%
Somewhat disagree	409 41%	201 41%	208 41%	120 41%	162 41%	127 41%	43 37%	107 37%	204 42%	56 50% FG
Strongly disagree	317 32%	169 34%	148 29%	92 31%	128 32%	97 32%	33 29%	100 35% I	157 32%	27 24%
Summary										
Top2Box - Agree	274 27%	120 25%	154 30% A	82 28%	108 27%	83 27%	40 35% H	80 28%	125 26%	29 26%
Low2Box - Disagree	726 73%	370 75% B	356 70%	212 72%	289 73%	225 73%	76 65%	207 72%	360 74% F	83 74%

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KA1_9. (If it tastes good, it's probably bad for you and if it tastes bad, it's probably good for you!) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
If it tastes good, it's probably bad for you and if it tastes bad, it's probably good for you!										
Strongly agree	82 8%	39 8%	43 8%	20 7%	42 11%	19 6%	9 7%	19 7%	45 9%	8 7%
Somewhat agree	224	119	105	70	81	72	33	65	108	17
	22%	24%	21%	24%	20%	24%	28%	23%	22%	15%
Somewhat disagree	356	176	180	117	149	90	36	106	177	38
	36%	36%	35%	40%	38%	29%	31%	37%	36%	34%
Strongly disagree	339	157	182	87	125	127	39	96	155	49
	34%	32%	36%	30%	31%	41%	34%	34%	32%	44%
Summary										
Top2Box - Agree	305 31%	158 32%	148 29%	90 31%	124 31%	92 30%	41 36%	85 30%	154 32%	25 23%
Low2Box - Disagree	695	332	362	204	274	216	75	202	332	86
	69%	68%	71%	69%	69%	70%	64%	70%	68%	77%
FH										

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KA1_ 10. (I sometimes feel guilty after I eat something 'bad') Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I sometimes feel guilty after I eat something 'bad'										
Strongly agree	125 12%	36 7%	89 17% A	49 17% DE	45 11%	30 10%	11 10%	32 11%	69 14%	12 10%
Somewhat agree	361 36%	163 33%	199 39% A	102 35%	137 34%	123 40%	36 31%	101 35%	177 36%	48 43% F
Somewhat disagree	274 27%	146 30%	128 25%	77 26%	115 29%	81 26%	37 32% I	79 28%	135 28%	23 20%
Strongly disagree	240 24%	146 30% B	94 18%	66 23%	101 25%	73 24%	32 28%	74 26%	104 21%	29 26%
Summary										
Top2Box - Agree	486 49%	198 41%	287 56% A	151 51%	182 46%	153 50%	47 40%	133 47%	246 51% F	60 53% F
Low2Box - Disagree	514 51%	291 59% B	223 44%	144 49%	216 54%	155 50%	69 60% HI	153 53%	239 49%	52 47%

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KA1_ 11. (I stop eating if I feel full) Please indicate the extent to which you agree or disagree with each of the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1193	536	657	300	518	375	138	344	576	135
Weighted	1000	490	510	294	398	308	116	287	485	112
I stop eating if I feel full										
Strongly agree	353	163	190	95	136	122	51	97	163	42
	35%	33%	37%	32%	34%	40%	44% GH	34%	34%	38%
Somewhat agree	472	230	242	143	184	144	47	138	234	53
	47%	47%	47%	49%	46%	47%	41%	48%	48%	47%
Somewhat disagree	145	79	65	48	64	33	16	40	76	13
	14%	16%	13%	16% E	16% E	11%	13%	14%	16%	12%
Strongly disagree	30	17	13	8	14	9	2	11	13	4
	3%	3%	3%	3%	4%	3%	2% D	4%	3%	3%
Summary										
Top2Box - Agree	825 82%	393 80%	432 85%	238 81%	320 80%	267 87% D	98 84%	235 82%	396 82%	95 85%
Low2Box - Disagree	175 18%	97 20%	79 15%	56 19%	78 20% E	41 13%	18 16%	51 18%	89 18%	17 15%

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KA2. Please indicate which of the following you have done at least once over the past month or so.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1193	536	657	300	518	375	138	344	576	135
	1000	490	510	294	398	308	116	287	485	112
Snacked on something without preparing a plate, like eating over the sink or straight from the fridge	612	318	294	196	246	170	73	171	299	69
	61%	65% B	58%	66% E	62%	55%	63%	60%	62%	61%
Had a whole meal in your car or on the run	308	166	142	127	136	45	26	93	160	30
	31%	34% B	28%	43% DE	34% E	15%	22%	33% F	33% F	27%
Eaten something to 'even it out', like shaving off a piece of cake or eating a cookie just to even out a row	158	74	84	53	44	61	22	45	69	21
	16%	15%	16%	18% D	11%	20% D	19%	16%	14%	19%
Eaten ice cream right from the tub	229	135	94	80	82	67	26	72	104	27
	23%	28% B	18%	27% D	21%	22%	22%	25%	21%	24%
Eaten a bag of chips or popcorn for dinner	252	117	136	83	116	54	33	82	122	15
	25%	24%	27%	28% E	29% E	18%	28% I	29% I	25% I	14%
Dieted just for a big event or to fit into something that didn't quite fit you anymore	82	26	56	29	30	23	14	19	41	8
	8%	5%	11% A	10%	8%	8%	12%	6%	8%	8%
Lied about what you ate	93	42	52	37	33	23	10	26	47	10
	9%	8%	10%	12% E	8%	8%	9%	9%	10%	9%
Hid food from your family/around the house	73	31	42	24	36	14	7	27	27	11
	7%	6%	8%	8% E	9% E	4%	6%	9% H	6%	10%
Found a way to justify eating certain foods because you felt 'bad' about eating them	177	60	117	61	64	52	19	50	84	25
	18%	12%	23% A	21%	16%	17%	16%	17%	17%	22%
Been dishonest about food allergies at restaurants where substitutions are frowned upon	18	12	6	6	8	4	3	4	10	2
	2%	2%	1%	2%	2%	1%	3%	1%	2%	2%
Picked off of someone else's plate at a restaurant because you didn't want to order a particular item yourself (ex. fries)	143	57	86	58	47	38	10	39	79	15
	14%	12%	17% A	20% DE	12%	12%	9%	14%	16% F	13%

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KA3. Have you actively tried to lose weight at any time in the past six months?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1193	536	657	300	518	375	138	344	576	135
	1000	490	510	294	398	308	116	287	485	112
Yes	436	174	262	133	168	135	45	116	223	52
	44%	35%	51%	45%	42%	44%	39%	40%	46%	46%
No	564	316	248	162	230	173	71	171	262	60
	56%	65%	49%	55%	58%	56%	61%	60%	54%	54%

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KA4. Please indicate which of the following weight loss methods you used to accomplish this goal?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have tried to lose weight in past 6 months	522	186	336	138	220	164	53	141	265	63
Weighted	436	174	262	133	168	135	45*	116	223	52*
Exercise	345 79%	140 81%	205 78%	113 85% D	128 76%	105 77%	29 65%	93 80% F	177 79% F	46 88% F
Eat healthier foods/Watch what I eat	338 77%	125 72%	213 81% A	97 73%	128 76%	113 83% C	30 68%	89 77%	176 79%	42 82%
Cut down on junk food/Fast food	318 73%	128 74%	190 72%	101 76%	119 71%	98 72%	33 73%	83 71%	166 74%	36 71%
Eat smaller portions/eat less	304 70%	113 65%	191 73%	89 67%	116 69%	99 73%	28 63%	87 75%	152 68%	37 72%
Cut down on fats	261 60%	91 52%	170 65% A	73 55%	96 57%	92 68% CD	27 61%	61 53%	141 63%	32 61%
Cut down on sugar	241 55%	87 50%	154 59%	63 48%	92 55%	86 64% C	26 57%	68 59%	116 52%	32 62%
Cut down on carbohydrates	161 37%	55 32%	106 40%	41 31%	60 35%	60 45% C	14 31%	36 31%	82 37%	29 57% FGH
Weight loss/meal replacement shakes or beverages (ex. Slimfast)	45 10%	15 9%	30 12%	19 15%	16 10%	10 7%	2 5%	15 13%	26 12%	2 4%
Follow a weight loss program/Join a diet group (ex. Jenny Craig, Weight Watchers, etc.)	42 10%	9 5%	33 13% A	9 7%	19 11%	14 10%	4 8%	12 10%	22 10%	4 8%
A cleansing or detox diet	41 9%	14 8%	27 10%	12 9%	19 11%	10 8%	5 10%	11 9%	22 10%	4 8%
GI Diet/ low glycemic index diet (diabetic diet)	3 1%	1 0	3 1%	0 -	1 1%	2 1%	0 -	0 -	3 1%	1 1%
Drink lots of water	2 0	1 1%	1 0	1 1%	1 0	0 -	0 -	1 1%	1 0	0 -
Other	16 4%	6 4%	9 4%	5 3%	10 6% E	1 1%	2 3%	3 2%	9 4%	3 5%
None	1 0	0 -	1 0	1 1%	0 -	0 -	1 2% H	0 -	0 -	0 -