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# Public Agrees on Obesity's Impact, Not Government's Role Yes to Calories on Menus, No to Soda Limits 

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# Public Agrees on Obesity's Impact, Not Government's Role 

Yes to Calories on Menus, No to Soda Limits

Most Americans (69\%) see obesity as a very serious public health problem, substantially more than the percentages viewing alcohol abuse, cigarette smoking and AIDS in the same terms. In addition, a broad majority believes that obesity is not just a problem that affects individuals: $63 \%$ say obesity has consequences for society beyond the personal impact on individuals. Just 31\% say it impacts the individuals who are obese but not society more broadly.

Yet, the public has mixed opinions about what, if anything, the government should do about the issue. A $54 \%$ majority does not want the government to play a significant role in reducing obesity, while $42 \%$ say the government should play a significant role. And while some proposals for reducing obesity draw broad support, others are decidedly unpopular.

The new national survey by the Pew Research Center, conducted Oct. 30-Nov. 6 among 2,003 adults, finds that two-thirds ( $67 \%$ ) favor requiring chain restaurants to list calorie counts on menus. But just $31 \%$ support limits on the
\(\left.\begin{array}{lc}Agreement on Obesity's Impact on <br>
Society, Less Consensus on Gov't Role <br>
Oct 30-Nov \mathbf{6} <br>

\mathbf{2 0 1 3}\end{array}\right]\)|  |  |
| :--- | :---: |
| Which comes closer to your view ... | 63 |
| Obesity has consequences for society, <br> beyond personal impacts | 31 |
| Obesity impacts individuals, but <br> doesn't have major impact on society | $\underline{6}$ |
| Don't know | 100 |

Should government play significant role in reducing obesity?
Yes, should play significant role 42
No, should not play significant role 54
Don't know $\underline{3}$
100
How much can government policies do to reduce obesity in this country?
A lot 26
Some 35
Not much 22
Nothing at all 14
Don't know $\underline{2}$
100
Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may not add to $100 \%$ because of rounding.
PEW RESEARCH CENTER size of sugary soft drinks in restaurants and convenience stores $-67 \%$ oppose this idea. More than half ( $55 \%$ ) favor banning TV ads of unhealthy foods during children's programming, but barely a third (35\%) supports raising taxes on sugary soft drinks and unhealthy foods. On each of these policies, Democrats and women are more supportive than Republicans, independents and men.
(The survey was conducted before the Food and Drug Administration's proposal last Thursday to severely restrict trans fats nationwide. ${ }^{1}$ )

While most agree that obesity is a very serious public health problem, the public is divided as to whether the country is making progress or losing ground in dealing with obesity. Slightly more people say the U.S. is losing ground (34\%) than making progress (28\%), with $36 \%$ saying things are about the same as they have been.

How much can the government do to reduce obesity? Roughly six-in-ten believe government policies and programs can do "a lot" (26\%) or "some" (35\%); about one-in-five (22\%) say that government policies can do "not much" and $14 \%$ say they can do "nothing at all" to reduce obesity.

## The Scope of the Problem

Obesity ranks high among perceived public health problems: About seven-in-ten adults say it is an extremely (24\%) or very (45\%) serious public health problem. Americans view obesity as a less serious public health problem than cancer (79\%), but similar to mental

## Public Favors Restaurant Calorie Counts, But Opposes Soft Drink Size Limits, Taxes on Unhealthy Foods

\% favor/oppose ..



Source: Pew Research Center Oct. 30-Nov. 6, 2013. Don’t know responses not shown.

Large Majority Sees Obesity as Serious Public Health Problem
\% rating each as an extremely/very serious public health problem


Source: Pew Research Center Oct. 30-Nov. 6, 2013.
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[^0]illness (67\%) and more than abuse of prescription drugs ( $63 \%$ ) or alcohol (54\%).

Far fewer Americans say the nation is making progress in dealing with obesity (28\%) than in dealing with cancer ( $54 \%$ making progress), AIDS (48\%) or cigarette smoking (45\%). But more say progress is being made on obesity than on mental illness (19\%), alcohol abuse (17\%) or prescription drug abuse (16\%).

Those who see obesity as a very serious problem are about twice as likely as those who do not to say the nation is losing ground in dealing with the issue ( $40 \%$ vs. $19 \%$ ).

Women are slightly more likely than men to say that obesity is a serious public health problem ( $72 \%$ vs. $66 \%$ ). But women also are more likely to believe that the country has been making progress on the issue ( $32 \%$ vs. $24 \%$ of men).

In addition, Hispanics (83\%) and blacks (75\%) are more likely than whites ( $65 \%$ ) to rate obesity as a serious public health problem. Blacks are more optimistic on the issue: $37 \%$ believe the country is making progress on obesity while just $16 \%$ say we are losing ground. By comparison, $39 \%$ of Hispanics and $36 \%$ of whites feel we are losing ground.

## U.S. Making Progress or Losing Ground? Public Divided on Obesity

In dealing with issue, country is ...

|  | Making <br> progress <br> $\%$ | Losing <br> ground <br> $\%$ | About <br> same <br> $\%$ | DK |
| :--- | :---: | :---: | :---: | :---: |
| \% |  |  |  |  |

Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may not add to $100 \%$ because of rounding.
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## What Is 'Obesity'?

When asking about obesity, the survey defined the term as "people being seriously overweight."

There is a technical definition of the term. The Centers for Disease Control and Prevention classifies adults 20 and older as obese if their Body Mass Index (BMI) is 30 or above. BMI is a ratio of one's weight to height, using the formula:

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

You can calculate your BMI on the CDC website interactive.

More Democrats (77\%) than Republicans (61\%) view obesity as a very serious public health problem. Democrats are more likely than Republicans to see the country as making progress ( $36 \%$ vs. 24\%).

Those who describe themselves as overweight are as likely as others to say that obesity is a very serious public health problem ( $70 \%$ vs. $69 \%$ ) and have similar views about whether the country is making progress or losing ground on the issue.

## More than Just an Individual Problem

About six-in-ten Americans (63\%) say obesity has consequences for society that go beyond personal impact. Only about half as many (31\%) say obesity does not have a major societal impact beyond the individual level. Majorities in virtually every demographic and political subgroup say obesity has social consequences beyond the individuals affected.

Republicans (60\%), Democrats (67\%) and independents ( $63 \%$ ) are about equally likely to say obesity has social consequences, as are men (62\%) and women (64\%). Perhaps the biggest divide is by education: $76 \%$ of college graduates say obesity has social consequences beyond the individuals affected, compared with $68 \%$ of those with some college and $51 \%$ of those with a high school degree or less.

Among those younger than $30,55 \%$ say obesity has consequences for society beyond the personal impacts, $39 \%$ say it does not have a major societal impact. Among older age groups, about three-in-ten say obesity does not have a major impact on society.

## Obesity Seen as Having Consequences for Society, Beyond Personal Impacts

Which comes closer to your view ...

|  | Obesity has consequences for society that go beyond its personal impact | Obesity impacts individuals, but doesn't have a major impact on society | DK |
| :---: | :---: | :---: | :---: |
|  | \% | \% | \% |
| Total | 63 | 31 | $6=100$ |
| White | 67 | 29 | $4=100$ |
| Nonwhite | 56 | 35 | $9=100$ |
| Men | 62 | 33 | $5=100$ |
| Women | 64 | 30 | 6=100 |
| 18-29 | 55 | 39 | $5=100$ |
| 30-49 | 70 | 27 | $3=100$ |
| 50-64 | 64 | 30 | $5=100$ |
| 65+ | 57 | 31 | $13=100$ |
| College grad+ | 76 | 22 | $2=100$ |
| Some college | 68 | 30 | $2=100$ |
| HS or less | 51 | 38 | $11=100$ |
| Republican | 60 | 36 | 4=100 |
| Democrat | 67 | 28 | $5=100$ |
| Independent | 63 | 31 | $6=100$ |
| Self-reported weight |  |  |  |
| Overweight | 60 | 33 | $8=100$ |
| About right/ underweight | 65 | 31 | $5=100$ |

Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may not add to $100 \%$ because of rounding.
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## Limited Support for Government Role in Reducing Obesity

While most see obesity as a substantial public health issue, there is limited support for the government playing a major role in anti-obesity efforts. Overall, $42 \%$ say government should play a significant role in reducing obesity, $54 \%$ say it should not.

While majorities of Republicans and Democrats say obesity has broad social consequences, there are sharp partisan differences about whether the government should have a role in reducing obesity. By a margin of 60\%-37\%, Democrats believe the government should play a significant role in curbing obesity. But just $20 \%$ of Republicans say this, while $77 \%$ of Republicans do not want the government to play a significant role. Among independents, more say the government should not play a significant role (56\%) than say that it should (41\%).

## Partisans Disagree About Government Role in Reducing Obesity

Should gov't play significant role in reducing obesity?


There are differences within the Republican Party on this issue. Nearly nine-in-ten (89\%) Republicans and Republican leaners who agree with the Tea Party oppose a significant role for the government in reducing obesity. Among non-Tea Party Republicans, $65 \%$ oppose a government role.

Not surprisingly, views on what government should do are closely linked to perceptions of what the government can do. About one-in-four adults (26\%) think government policies can do "a lot" to reduce obesity and $35 \%$ say it can do "some." Roughly one-in-five (22\%) say that government policies can do "not much" and $14 \%$ say they can do "nothing at all" to reduce obesity.

Among those who think that government policies and programs can do a lot to reduce obesity, $84 \%$ want the government to play a significant role. Nearly the opposite is true of those who believe such policies can do not much or nothing at all - 83\% think the government should not play a significant role. Those who think government policies can do some to reduce obesity are split: $47 \%$ think the government should play a significant role and $51 \%$ say it should not.

Among the public overall, majorities of blacks (66\%) and Hispanics (69\%) say that government should play a significant role in reducing obesity. By contrast, whites are far less likely to think the government should be involved. Just a third of whites (33\%) say the government should play a significant role in addressing obesity, while $64 \%$ disagree.

There also are age differences in views of the government's role on obesity. About half (54\%) of adults ages 18-29 say the government should play a significant role in reducing obesity, compared with just $33 \%$ of those ages 65 and older.

While college graduates are more likely than those who have not attended college to describe obesity as having societal consequences, they are no more likely to support major government efforts to deal with the issue or to believe that government anti-obesity efforts are likely to be effective.

People who describe themselves as overweight are about as likely to want a significant government role (40\%) as those who describe themselves as about right or underweight (43\%).

## Minorities, Young Adults Think Gov't Should Have Anti-Obesity Role

Should the government play a significant role in reducing obesity ...

|  | Yes | No | DK |
| :---: | :---: | :---: | :---: |
|  | \% | \% | \% |
| Total | 42 | 54 | $3=100$ |
| White | 33 | 64 | $3=100$ |
| Black | 66 | 30 | $4=100$ |
| Hispanic | 69 | 29 | $3=100$ |
| Men | 41 | 56 | $3=100$ |
| Women | 44 | 53 | $3=100$ |
| 18-29 | 54 | 44 | $3=100$ |
| 30-49 | 46 | 52 | $2=100$ |
| 50-64 | 36 | 61 | $3=100$ |
| 65+ | 33 | 61 | $6=100$ |
| College grad+ | 42 | 55 | $3=100$ |
| Some college | 40 | 57 | $3=100$ |
| HS or less | 45 | 52 | $3=100$ |
| Among Reps/ Rep leaners ... |  |  |  |
| Tea Party | 10 | 89 | 1=100 |
| Non-Tea Party | 33 | 65 | $3=100$ |
| View of obesity... |  |  |  |
| Has consequences for society beyond personal | 52 | 46 | $2=100$ |
| Impacts individuals, no major impact on society | 30 | 69 | 1=100 |
| Self-reported weight |  |  |  |
| Overweight | 40 | 57 | $3=100$ |
| About right/Underweight | 43 | 53 | $3=100$ |

Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may not add to $100 \%$ because of rounding. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.
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## Demographic Divides on Specific Food Policies

When it comes to specific public policies aimed at reducing obesity, the public is of two minds. Proposals focused on information and advertising draw more support than opposition. But proposals that would affect an individual's choice more directly are broadly opposed.

Most people are in favor of requiring chain restaurants to list calorie counts on menus (67\%) and most also support a ban on advertising unhealthy food during children's television programming (55\%). But majorities oppose a limit on soda size in restaurants and convenience stores ( $67 \%$ ) as well as higher taxes on unhealthy foods and soft drinks (64\%).

## Support for Listing Calorie Counts, But Broad Opposition to Soda Limits, Taxes

|  | Favor <br> $\%$ | Oppose <br> $\%$ | DK <br> $\%$ |
| :--- | :---: | :---: | :---: |
| Requiring chain restaurants to <br> list calorie counts | 67 | 31 | $3=100$ |
| Banning TV ads of unhealthy <br> foods during kid's programs | 55 | 43 | $3=100$ |
| Prohibiting restaurants from <br> using trans fats in foods | 44 | 52 | $4=100$ |
| Raising taxes on sugary soft <br> drinks and unhealthy foods | 35 | 64 | $1=100$ |
| Limiting size of soft drinks in <br> restaurants, convenience stores | 31 | 67 | $2=100$ |
| Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may <br> not add to 100\% because of rounding. |  |  |  |
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In recent years, New York City and other cities have banned artificial trans fats from restaurants, a policy that slightly more Americans would oppose (52\%) than favor (44\%). Last Thursday - after the survey was completed - the FDA proposed banning the cholesterol-laden trans fats because they are not "generally recognized as safe."

All five of the policies have more support from women than men, by about 10 percentage points in each case. And in all five cases, Democrats favor a more restrictive food policy than Republicans and independents.

Among Republicans, only calorie counts in chain restaurants receive majority support ( $59 \%$ favor). (A provision of the Affordable Care Act, requiring restaurants with 20 or more locations to post calorie counts, is currently in the process of being implemented.)

Limiting the size of soft drinks in restaurants and convenience stores - a policy passed in New York City earlier this year, but invalidated by a New York judge - faces broad opposition across virtually all groups. Democrats oppose this idea by a $57 \%$ to $41 \%$ margin. Opposition outpaces support among independents by $69 \%$ to $30 \%$, and just $19 \%$ of
Republicans would favor sodasize limits while $78 \%$ would oppose them.

There also are partisan differences in opinions about raising taxes on sugary soft drinks and unhealthy foods: $45 \%$ of Democrats, $33 \%$ of independents and just $24 \%$ of Republicans favor higher taxes on unhealthy foods. Among Democrats, a majority of liberals (67\%) supports this proposal compared with $38 \%$ of the party's conservatives and moderates.

More Democrats (63\%) than

Food Policies Divides by Party, Sex, Race

|  | Chain restaurant calorie counts | Ban ads for unhealthy foods on kids' TV | Ban on restaurant trans fat | Tax on unhealthy food/soda | Limits on restaurant soda size |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | \% | \% | \% | \% | \% |
| Total | 67 | 55 | 44 | 35 | 31 |
| White | 66 | 53 | 41 | 31 | 25 |
| Non-White | 70 | 59 | 49 | 43 | 43 |
| Diff | -4 | -6 | -8 | -12 | -18 |
| Men | 63 | 48 | 37 | 30 | 25 |
| Women | 71 | 61 | 50 | 39 | 36 |
| Diff | -8 | -13 | -13 | -9 | -11 |
| 18-29 | 77 | 58 | 49 | 48 | 45 |
| 30-49 | 68 | 54 | 41 | 39 | 33 |
| 50-64 | 64 | 54 | 43 | 23 | 23 |
| 65+ | 56 | 52 | 42 | 28 | 22 |
| Young-Old diff | +21 | +6 | +7 | +20 | +23 |
| College grad+ | 72 | 55 | 47 | 39 | 27 |
| Some college or less | 65 | 55 | 43 | 33 | 32 |
| Diff | +7 | 0 | +4 | +6 | -5 |
| Republican | 59 | 47 | 35 | 24 | 19 |
| Democrat | 75 | 63 | 51 | 45 | 41 |
| Independent | 65 | 53 | 41 | 33 | 30 |
| Rep-Dem diff | -16 | -16 | -16 | -21 | -22 |
| Among Reps/ Rep leaners ... |  |  |  |  |  |
| Tea Party | 37 | 34 | 23 | 11 | 6 |
| Non-Tea Party | 71 | 54 | 42 | 33 | 27 |
| Diff | -34 | -20 | -19 | -22 | -21 |

Source: Pew Research Center Oct. 30-Nov. 6, 2013. Figures may not add to $100 \%$ because of rounding. Whites include only those who are not Hispanic.
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Republicans (47\%) favor
banning ads for unhealthy food on children's TV shows, and while there is less support overall for banning restaurant trans fats, the partisan gap in views is similar (51\% of Democrats favor vs. $35 \%$ of Republicans).

Nearly half of those under 30 favor raising taxes on sugary soft drinks and unhealthy food (48\%) and $45 \%$ favor limiting the size of sugary soft drinks. By contrast, only about a quarter of those 50 and older support each of these proposals.

More non-whites (43\%) than whites (31\%) support raising taxes on unhealthy foods. Similarly, $43 \%$ of non-whites and only $25 \%$ of whites support limiting soda sizes. (The sample size for these questions was too small to allow for comparisons between blacks and Hispanics separately.)

## About the Survey

The analysis in this report is based on telephone interviews conducted October 30-November 6, 2013 among a national sample of 2,003 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,001 respondents were interviewed on a landline telephone, and 1,002 were interviewed on a cell phone, including 524 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see http://peoplepress.org/methodology/.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2011 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2012 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the $95 \%$ level of confidence for different groups in the survey:
\(\left.$$
\begin{array}{lcc}\hline \text { Group } & \begin{array}{c}\text { Unweighted } \\
\text { sample size } \\
2,003\end{array} & \begin{array}{c}\text { Plus or minus ... } \\
\text { Total sample }\end{array}
$$ <br>

Form 1 \& 1,007 \& 3.6 percentage points\end{array}\right]\)| Form 2 |
| :--- |

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.
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PEW RESEARCH CENTER
GENERAL PUBLIC SURVEY
FINAL TOPLINE
OCTOBER 30-NOVEMBER 6, 2013
$\mathrm{N}=\mathbf{2 , 0 0 3}$
QUESTIONS 1, 3-5, 12, 13c-f, 13h, 13k-l, 14 HELD FOR FUTURE RELEASE
QUESTIONS 2, 13a-b, 13g, 13i-j PREVIOUSLY RELEASED
NO QUESTIONS 6-11
On a different subject...

## ASK ALL:

Q. 15 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. The first is [INSERT ITEM; RANDOMIZE]. How about [NEXT ITEM]? [IF NEEDED: How serious a public health problem do you think [ITEM] is in this country?]

| Extremely | Very | Somewhat <br> serious | serious | serious |
| :---: | :---: | :---: | :---: | :---: | | Less serious |
| :---: |
| than that |$\quad$ (VOL.)

a. Obesity, that is, people being seriously overweight Oct 30-Nov 6, 2013 ABC News/TIME May 2004

24
34
$45 \quad 24$
$46 \quad 18$

6
3

| 24 | 6 |
| :--- | :--- |
| 18 | 3 |

$50 \quad 17$

12
49
.

1

Oct 30-Nov 6, 201329
ABC News/TIME May 2004
37
1
*

ASK FORM 1 ONLY [ $\mathbf{N}=1,007$ ]:
b.F1 Cancer
c
NO ITEM C
d.F1 Alcohol abuse

Oct 30-Nov 6, 2013
ABC News/TIME May 2004
25
$37 \quad 34$
11
1
$42 \quad 27$
5
1
e.F1 Mental illness

Oct 30-Nov 6, 2013
20
47
26
5
2
ASK FORM 2 ONLY [N=996]:
f.F2 AIDS

| Oct 30-Nov 6, 2013 | 14 | 37 | 35 | 12 | 2 |
| :--- | :--- | :--- | :--- | :---: | :---: |
| ABC News/TIME May 2004 | 35 | 44 | 16 | 4 | 1 |

g.F2

Cigarette smoking
Oct 30-Nov 6, 201314
$14 \quad 39 \quad 31$
15
1
ABC News/TIME May 2004
32
40
22
NO ITEM h
i.F2 Prescription drug abuse

Oct 30-Nov 6, 2013
19
44
27
8
3

## ASK ALL:

Q. 16 In dealing with [INSERT ITEM IN SAME ORDER AS Q.15], do you think the country is making
progress, losing ground, or are things about the same as they have been? How about dealing with
[NEXT ITEM]? [IF NEEDED: In dealing with the problem of [ITEM], do you think the country is
making progress, losing ground, or are things about the same as they have been?]

| Making | About <br> progress | Losing <br> the same | (VOL.) <br> ground |
| :--- | :---: | :---: | :---: |

a. Obesity

Oct 30-Nov 6, 2013

28
36

31
15
34

23

35

12

13
39
35

45
Oct 30-Nov 6, 2013
48
39

58

43

## NO ITEM g

i.F2 Prescription drug abuse Oct 30-Nov 6, 2013

16

37

43

## NO ITEM c

d.F1 Alcohol abuse Oct 30-Nov 6, 2013

17

19

DK/Ref

1

1

5

3

Thinking specifically about obesity...
ASK ALL:
Q. 17 Do you think government should or should not play a significant role in reducing obesity?

| Should play a <br> significant role | Should not play <br> a significant role | (VOL.) <br> DK/Ref |
| :--- | :---: | :---: |
|  | 54 |  |

Oct 30-Nov 6, 2013
42
54
4

## TREND FOR COMPARISON:

Do you think government should or should not play a significant role in reducing obesity among children?

Feb 22-Mar 1, 2011

| Should play a <br> significant role | Should not play <br> a significant role | (VOL.) <br> DK/Ref |
| :---: | :---: | :---: |
|  |  | $\frac{3}{37}$ |

## ASK ALL:

Q. 18 Right now, do you feel that you are overweight, underweight, or just about the right weight for you? ASK IF OVERWEIGHT (Q.18=1):
Q.18b Do you feel you are very overweight, somewhat overweight, or only a little overweight?

| Oct 30- |  | (SDT) <br> Nov 6 |  |
| :---: | :---: | :---: | :---: |
| $\underline{2013}$ | Feb 8-Mar 7 | July |  |
| 31 | Overweight | $\underline{2006}$ | $\frac{1990}{39}$ |
| 4 | Very | 5 | 42 |
| 15 | Somewhat | 16 | 6 |
| 12 | Only a little | 18 | 13 |
| $*$ | Don't know/Refused (VOL.) | $*$ | 23 |
| 6 | Underweight | 3 | $*$ |
| 63 | Just about right | 57 | 5 |
| $*$ | Don't know/Refused (VOL.) | 1 | 53 |
|  |  |  |  |

## QUESTIONS 19-20, 23-26, 28-29, 31-34, 40-44, 46 HELD FOR FUTURE RELEASE

NO QUESTIONS 21-22, 27, 30, 35-39, 45

## ASK FORM 1 ONLY [N=1,007]:

Next...
Q.47F1Which comes closer to your view even if neither is exactly right? [READ AND RANDOMIZE]

Oct 30-
Nov 6
$\underline{2013}$
Obesity has consequences for society that go beyond the personal impact on individuals who are obese [OR]
31 Obesity impacts individuals who are obese but does not have a major impact on society 6 Don't know/Refused (VOL.)

ASK FORM 1 ONLY [ $N=1,007$ ]:
Q.48F1 How much do you think government policies and programs can do to reduce obesity in this country [READ IN ORDER]?

Oct 30-
Nov 6
$\underline{2013}$
26 A lot
35 Some
22 Not much
14 Nothing at all
2 Don't know/Refused (VOL.)

## ASK FORM 2 ONLY [N=996]:

Next...
Q. 49 As I read some policies that have been considered by some cities and states around the country, please tell me whether you would favor or oppose each. First, would you favor or oppose, [INSERT ITEM, RANDOMIZE]? How about [NEXT ITEM]? [REPEAT AS NECESSARY: Would you favor or oppose [ITEM]?]
(VOL.)

| Favor | Oppose |  | DK/Ref |
| :---: | :---: | :---: | :---: |
| 67 | 31 | 3 |  |

## NO ITEM b

c.F2 Prohibiting restaurants from using trans fats in foods Oct 30-Nov 6, 2013

4

## Q. 49 CONTINUED...

|  | Liming the size of sugary soft drinks sold in restaurant | Favor | Oppose | (VOL.) DK/Ref |
| :---: | :---: | :---: | :---: | :---: |
| d.F2 | Limiting the size of sugary soft drinks sold in restaurants and convenience stores |  |  |  |
|  | Oct 30-Nov 6, 2013 | 31 | 67 | 2 |
| e.F2 | Banning television advertising of unhealthy foods during children's programming |  |  |  |
|  | Oct 30-Nov 6, 2013 | 55 | 43 | 3 |
| f.F2 | Raising taxes on sugary soft drinks and unhealthy foods Oct 30-Nov 6, 2013 | 35 | 64 | 1 |

## QUESTIONS 50-59 HELD FOR FUTURE RELEASE

## ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?
ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):
PARTYLN
As of today do you lean more to the Republican Party or more to the Democratic Party?

|  | Republican | Democrat | Independent | (VOL.) <br> No preference | (VOL.) Other party | (VOL.) DK/Ref | Lean <br> Rep | Lean Dem |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct 30-Nov 6, 2013 | 24 | 32 | 38 | 4 | * | 2 | 16 | 14 |
| Oct 9-13, 2013 | 25 | 32 | 37 | 3 | 1 | 3 | 16 | 18 |
| Sep 4-8, 2013 | 26 | 32 | 38 | 3 | 1 | 1 | 17 | 15 |
| Jul 17-21, 2013 | 19 | 29 | 46 | 3 | * | 2 | 19 | 18 |
| Jun 12-16, 2013 | 23 | 33 | 39 | 3 | * | 2 | 17 | 15 |
| May 1-5, 2013 | 25 | 32 | 37 | 2 | 1 | 3 | 14 | 16 |
| Mar 13-17, 2013 | 26 | 33 | 34 | 3 | 1 | 3 | 14 | 15 |
| Feb 13-18, 2013 | 22 | 32 | 41 | 2 | * | 2 | 15 | 19 |
| Jan 9-13, 2013 | 25 | 32 | 38 | 2 | * | 2 | 15 | 16 |
| Dec 17-19, 2012 | 21 | 32 | 38 | 4 | * | 4 | 15 | 14 |
| Dec 5-9, 2012 | 23 | 33 | 38 | 3 | 1 | 2 | 14 | 19 |
| Oct 31-Nov 3, 2012 | 26 | 34 | 34 | 3 | 1 | 3 | 13 | 16 |
| Oct 24-28, 2012 | 28 | 33 | 33 | 4 | * | 2 | 12 | 16 |
| Yearly Totals |  |  |  |  |  |  |  |  |
| 2012 | 24.7 | 32.6 | 36.4 | 3.1 | . 5 | 2.7 | 14.4 | 16.1 |
| 2011 | 24.3 | 32.3 | 37.4 | 3.1 | . 4 | 2.5 | 15.7 | 15.6 |
| 2010 | 25.2 | 32.7 | 35.2 | 3.6 | . 4 | 2.8 | 14.5 | 14.1 |
| 2009 | 23.9 | 34.4 | 35.1 | 3.4 | . 4 | 2.8 | 13.1 | 15.7 |
| 2008 | 25.7 | 36.0 | 31.5 | 3.6 | . 3 | 3.0 | 10.6 | 15.2 |
| 2007 | 25.3 | 32.9 | 34.1 | 4.3 | . 4 | 2.9 | 10.9 | 17.0 |
| 2006 | 27.8 | 33.1 | 30.9 | 4.4 | . 3 | 3.4 | 10.5 | 15.1 |
| 2005 | 29.3 | 32.8 | 30.2 | 4.5 | . 3 | 2.8 | 10.3 | 14.9 |
| 2004 | 30.0 | 33.5 | 29.5 | 3.8 | . 4 | 3.0 | 11.7 | 13.4 |
| 2003 | 30.3 | 31.5 | 30.5 | 4.8 | . 5 | 2.5 | 12.0 | 12.6 |
| 2002 | 30.4 | 31.4 | 29.8 | 5.0 | . 7 | 2.7 | 12.4 | 11.6 |
| 2001 | 29.0 | 33.2 | 29.5 | 5.2 | . 6 | 2.6 | 11.9 | 11.6 |
| 2001 Post-Sept 11 | 30.9 | 31.8 | 27.9 | 5.2 | . 6 | 3.6 | 11.7 | 9.4 |
| 2001 Pre-Sept 11 | 27.3 | 34.4 | 30.9 | 5.1 | . 6 | 1.7 | 12.1 | 13.5 |
| 2000 | 28.0 | 33.4 | 29.1 | 5.5 | . 5 | 3.6 | 11.6 | 11.7 |
| 1999 | 26.6 | 33.5 | 33.7 | 3.9 | . 5 | 1.9 | 13.0 | 14.5 |
| 1998 | 27.9 | 33.7 | 31.1 | 4.6 | . 4 | 2.3 | 11.6 | 13.1 |
| 1997 | 28.0 | 33.4 | 32.0 | 4.0 | . 4 | 2.3 | 12.2 | 14.1 |
| 1996 | 28.9 | 33.9 | 31.8 | 3.0 | . 4 | 2.0 | 12.1 | 14.9 |
| 1995 | 31.6 | 30.0 | 33.7 | 2.4 | . 6 | 1.3 | 15.1 | 13.5 |
| 1994 | 30.1 | 31.5 | 33.5 | 1.3 | -- | 3.6 | 13.7 | 12.2 |
| 1993 | 27.4 | 33.6 | 34.2 | 4.4 | 1.5 | 2.9 | 11.5 | 14.9 |

PARTY/PARTYLN CONTINUED...

|  |  |  | (VOL.) <br> No | (VOL.) Other | (VOL.) | Lean | Lean |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Republican | Democrat | Independent | preference | party | DK/Ref | Rep | Dem |
| 27.6 | 33.7 | 34.7 | 1.5 | 0 | 2.5 | 12.6 | 16.5 |
| 30.9 | 31.4 | 33.2 | 0 | 1.4 | 3.0 | 14.7 | 10.8 |
| 30.9 | 33.2 | 29.3 | 1.2 | 1.9 | 3.4 | 12.4 | 11.3 |
| 33 | 33 | 34 | -- | -- | -- | -- | -- |
| 26 | 35 | 39 | -- | -- | -- | -- | -- |

## ASK REPUBLICANS AND REPUBLICAN LEANERS ONLY (PARTY=1 OR PARTYLN=1):

TEAPARTY3 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

BASED ON REPUBLICANS AND REPUBLICAN LEANERS [N=876]:

|  | Agree | Disagree | No opinion either way | (VOL.) Haven't heard of | (VOL.) <br> Refused | Not heard of/ DK |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Oct 30-Nov 6, 2013 | 40 | 9 | 48 | 2 | 1 | -- |
| Oct 9-13, 2013 | 41 | 11 | 45 | 2 | 1 | -- |
| Sep 4-8, 2013 | 35 | 9 | 54 | 1 | 1 | -- |
| Jul 17-21, 2013 | 37 | 10 | 50 | 2 | 1 | -- |
| Jun 12-16, 2013 | 44 | 9 | 46 | 1 | 2 | -- |
| May 23-26, 2013 | 41 | 7 | 48 | 1 | 3 | -- |
| May 1-5, 2013 | 28 | 8 | 61 | 2 | 1 | -- |
| Mar 13-17, 2013 | 43 | 7 | 47 | 1 | 1 | -- |
| Feb 13-18, 2013 | 36 | 9 | 52 | 1 | 3 | -- |
| Feb 14-17, 2013 | 43 | 9 | 45 | 1 | 2 | -- |
| Jan 9-13, 2013 | 35 | 10 | 51 | 2 | 2 | -- |
| Dec 5-9, 2012 | 37 | 11 | 51 | 1 | * | -- |
| Oct 31-Nov 3, 2012 (RVs) | 40 | 8 | 49 | 1 | 2 | -- |
| Oct 4-7, 2012 | 38 | 9 | 50 | 1 | 3 | -- |
| Sep 12-16, 2013 | 39 | 7 | 52 | 1 | 1 | -- |
| Jun 28-Jul 9, 2012 | 40 | 9 | 47 | 2 | 1 | -- |
| Jun 7-17, 2012 | 42 | 8 | 48 | 1 | 1 | -- |
| May 9-Jun 3, 2012 | 36 | 9 | 53 | 1 | 2 | -- |
| Apr 4-15, 2012 | 42 | 8 | 48 | 1 | 1 | -- |
| Mar 7-11, 2012 | 38 | 10 | 49 | 2 | 1 | -- |
| Feb 8-12, 2012 | 40 | 7 | 51 | 1 | 1 | -- |
| Jan 11-16, 2012 | 42 | 8 | 47 | 1 | 1 | -- |
| Jan 4-8, 2012 | 37 | 8 | 52 | 1 | 1 | -- |
| Dec 7-11, 2011 | 40 | 9 | 48 | 2 | 1 | -- |
| Nov 9-14, 2011 | 41 | 9 | 49 | * | 1 | -- |
| Sep 22-Oct 4, 2011 | 37 | 11 | 51 | 1 | 1 | -- |
| Aug 17-21, 2011 | 43 | 7 | 49 | * | 1 | -- |
| Jul 20-24, 2011 | 40 | 7 | 51 | * | 1 | -- |
| Jun 15-19, 2011 | 42 | 9 | 47 | 1 | 1 | -- |
| May 25-30, 2011 | 37 | 7 | 52 | 1 | 3 | -- |
| Mar 30-Apr 3, 2011 | 45 | 9 | 46 | * | 1 | -- |
| Mar 8-14, 2011 | 37 | 7 | 54 | 1 | * | -- |
| Feb 22-Mar 1, 2011 | 41 | 9 | 48 | 1 | 1 | -- |
| Feb 2-7, $2011{ }^{1}$ | 43 | 8 | 47 | 1 | 1 | -- |
| Jan 5-9, 2011 | 45 | 6 | 47 | 1 | 1 | -- |
| Dec 1-5, 2010 | 48 | 5 | 45 | 1 | 1 | -- |
| Nov 4-7, 2010 | 51 | 5 | 42 | 1 | 1 | -- |

[^1]TEAPARTY3 CONTINUED...

Oct 27-30, 2010 ( $R$ Vs)
Oct 13-18, 2010 (RVs)
Aug 25-Sep 6, 2010 (RVs)

| Agree | Disagree | No opinion either way | (VOL.) <br> Haven't heard of | (VOL.) <br> Refused | Not heard of/ DK |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 58 | 5 | 27 | -- | 1 | 9 |
| 54 | 5 | 30 | -- | 1 | 10 |
| 56 | 6 | 29 | -- | * | 9 |
| 46 | 5 | 36 | -- | 1 | 13 |
| 46 | 5 | 30 | -- | * | 19 |
| 53 | 4 | 25 | -- | 1 | 16 |
| 48 | 4 | 26 | -- | 1 | 21 |

## Key to Pew Research trends noted in the topline:

(SDT) Pew Research Social and Demographic Trends


[^0]:    ${ }^{1}$ The FDA has tentatively determined that partially hydrogenated oils, which are the primary dietary source of artificial trans fats, are not generally recognized as safe. If finalized, the new policy would largely eliminate partially hydrogenated oils from the food supply.

[^1]:    1 In the February 2-7, 2011, survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

