

YouGov Omnibus Survey Results: This Morning

Sample Size: 2172

Fieldwork: 13 January 2005

	Are you?		Age			Social Grade		Are you?				
	Total	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	Male		Female	
									18 to 44	45 and over	18 to 44	45 and over
Weighted N	2172	1042	1130	677	734	761	1170	1002	539	504	564	566
Unweighted N	2172	1103	1069	876	822	474	1111	1061	693	410	673	396

BASE: All GB adults

% % % % % % % % % % % %

How many times have you tried to diet, if at all, in the past 12 months?

0	50	61	39	47	51	51	48	51	61	61	36	42
1 to 2	34	30	38	37	33	33	37	32	30	30	40	37
3 to 5	7	3	10	8	7	6	5	9	4	3	10	10
More than 5	3	2	4	3	3	2	3	2	2	1	4	3
I am always on a diet	7	4	9	6	6	8	7	6	3	5	9	9

How many different diets have you tried over the years?

None	42	58	28	45	42	40	40	45	59	56	31	24
1 to 2	31	29	34	33	29	32	33	30	27	30	35	33
2 to 3	8	5	11	10	8	7	8	8	6	4	12	11
3 to 5	6	4	9	5	6	8	7	6	4	4	8	10
More than 5	5	3	7	3	7	5	5	5	3	3	5	8
Lost count	7	2	11	4	8	9	7	7	1	3	8	14

How old were you when you first went on a diet?

I have never dieted	37	52	23	40	36	34	33	41	54	51	25	20
Under 14	4	2	7	8	5	1	4	5	3	1	12	2
Between 16 and 18	10	4	16	16	9	6	11	9	6	2	22	11
Between 18 and 24	15	9	20	22	16	8	15	15	15	3	24	17
Between 25 and 40	21	18	23	13	28	21	23	18	21	16	17	29
Over 40	13	14	11	0	6	30	14	11	2	28	1	21

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% % % % % % % % % % % %

Many people try to diet, but then give up. In your view, which of these are usually the main factors for people failing to maintain a diet? [Please tick all that apply]

Combining family life with diets	29	23	34	27	32	27	28	30	22	25	34	35
Lack of willpower	61	59	62	65	58	60	60	62	63	56	64	60
Lack of time to follow diet(s) properly	27	27	28	35	27	21	26	29	30	23	33	24
Cravings for favourite foods	42	35	48	47	44	35	38	45	41	29	53	43
Greed	17	15	18	19	18	13	17	16	19	12	19	17
Ineffective diet(s)	26	26	27	30	27	23	27	26	28	24	29	24
Don't know	7	9	5	6	7	7	6	8	9	9	5	5

Which of these is your biggest 'vice' (weakness)?

Anything sweet like chocolate, biscuits, cakes	38	35	42	36	40	39	41	36	31	38	46	38
Savoury snacks like crisps, chips	21	20	23	17	23	24	21	22	19	21	21	25
Fast food	3	5	2	7	3	1	2	4	8	1	3	1
Take-aways	9	12	7	15	9	4	8	11	17	5	9	5
Eating too much of everything!	16	16	17	17	15	17	16	16	15	18	15	19
None – I manage to avoid all these temptations	11	13	10	7	11	15	11	11	10	16	6	13

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1901	896	1006	620	647	635	1025	878	475	420	526	481

% % % % % % % % % % % %

When does that 'vice', or those 'vices', tempt you most?

[Please tick all that apply]

When I'm stressed at work or at home	27	23	31	32	29	20	30	24	27	19	36	25
When I'm happy	3	4	2	3	4	2	3	3	5	4	3	1
When I'm sad	18	12	23	24	17	13	17	18	17	7	25	21
When I'm hungry	27	31	23	33	24	24	24	29	34	27	24	22
When I'm alone	27	24	31	28	25	29	26	29	22	26	32	30
All the time	8	9	8	8	9	8	8	9	8	9	7	9
No particular time or occasion	30	31	29	24	31	35	30	30	27	36	27	31

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% % % % % % % % % % % %

How often do you take exercise?

Daily work outs	6	7	5	7	6	6	6	7	8	6	5	6
Up to 30 minutes, three to 5 times a week	21	20	22	28	20	16	25	16	24	17	28	15
Occasional	33	33	33	34	35	32	33	33	34	32	33	34
I get plenty of exercise without making any special effort	21	22	20	19	19	24	19	24	19	25	19	20
None	19	18	20	13	20	22	18	20	16	20	15	24

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% % % % % % % % % % % %

What, if anything, prevents you from exercising more?

[Please tick all that apply]

Time	42	42	42	60	44	24	45	38	55	29	56	28
Children	10	8	12	17	13	1	9	11	13	3	22	2
Motivation	38	37	39	45	38	31	37	38	39	34	44	34
Money	12	11	14	21	11	6	10	15	16	5	19	9
Don't enjoy exercising	25	21	28	18	27	28	25	24	19	24	21	34
Don't feel the need to exercise	6	7	4	5	5	7	5	6	6	8	4	5
Nothing – I manage to exercise as much as I feel I need to do	20	23	17	12	17	29	19	20	17	29	11	22

Taking account of your height and age, do you feel you

are...?

Seriously overweight	18	13	23	10	24	20	18	18	12	14	17	29
Slightly overweight	49	52	46	38	50	57	49	49	43	62	41	50
About the right weight	27	28	27	42	22	20	28	26	34	22	36	17
Slightly underweight	4	5	3	8	3	2	4	5	9	2	4	3
Seriously underweight	0	1	0	1	0	0	0	0	1	0	0	0
Not sure	1	1	1	2	0	1	1	1	1	1	1	0

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1440	672	768	322	534	583	775	665	292	380	328	441

% % % % % % % % % % % %

Which one of these descriptions do you feel BEST applies to you?

I have never tried to lose weight, and don't intend to start dieting	13	20	6	8	12	16	11	14	17	23	4	8
I am not dieting now; and past diets have never worked for me	5	3	6	6	5	4	5	5	5	3	7	5
I am not dieting now, would like to diet, but need help	14	11	16	14	15	13	13	15	13	10	16	16
I am not dieting now, but know I could lose weight if I really wanted to	30	34	27	35	29	29	32	28	36	32	31	24
I am currently on a diet, and am losing weight	21	17	25	25	22	18	24	18	19	15	27	23
I am currently on a diet, but not managing to lose weight	9	9	10	10	9	9	9	10	7	11	11	9
I have given up on diets and decided I am happier to stay the way I am	8	5	11	2	8	11	7	9	3	6	4	16

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% % % % % % % % % % % %

Which of the following do you think are reasons why you are overweight? [Please tick all that apply]

It's in the genes – one or both of my parents are/were overweight	14	12	15	16	14	13	14	13	14	10	17	14
I am just not disciplined enough in my eating / drinking habits	53	56	51	70	54	42	54	51	64	50	63	42
I am a mother who has never been able to regain my former shape after having children	10	0	19	13	14	5	8	12	1	0	28	12
Stresses of modern day life	16	16	17	24	19	10	17	16	21	12	22	12
The cost of healthy food and exercise	16	13	19	26	16	11	12	21	17	10	23	15
Fattening foods taste better	27	29	25	39	29	18	27	27	34	26	33	18
My lifestyle makes it hard for me to eat healthily and/or take enough exercise	18	19	16	29	20	9	19	16	29	12	22	12
There are medical reasons that are beyond my control	15	10	19	6	16	19	13	18	6	14	14	22
I have simply got fatter as I have grown older	36	39	35	23	36	44	36	37	28	47	25	42
Some other reasons(s)	8	7	9	6	8	9	8	9	7	8	9	9
Don't know	2	2	2	2	2	2	1	2	2	1	1	2