



WNBC/Marist Poll

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What’s the Skinny on Happiness and Success?

Exactly That...Being Thin

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All references must be sourced WNBC/Marist Poll

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This WNBC/Marist Poll reports:

- **Many people in the New York area think the secret to happiness and success in life is being thin:** 62% of adults living in the New York metropolitan area think people who are thin are more likely to be happier than people who are overweight, and 70% believe those who are thin are more likely to be successful in life. This view is shared by men and women, young and old alike. Even a majority of people who consider themselves to be overweight think a person who is thin is more likely to be happier and more successful than someone who isn't.

Question Wording: Overall, who do you think is happier/more successful in life, someone who is overweight or someone who is thin?

Residents	Someone Who is Overweight	Someone Who is Thin	Unsure
Happier	18%	62%	20%
Gender			
Men	20%	61%	19%
Women	16%	63%	21%
Age			
Under 45	24%	61%	15%
45 or older	15%	63%	22%
Self perception			
Underweight	22%	55%	23%
Overweight	21%	56%	23%
About right	16%	65%	19%

Residents	Someone Who is Overweight	Someone Who is Thin	Unsure
More successful	10%	70%	20%
Gender			
Men	11%	69%	20%
Women	10%	71%	19%
Age			
Under 45	15%	71%	14%
45 or older	7%	70%	23%
Self perception			
Underweight	20%	56%	24%
Overweight	16%	64%	20%
About right	6%	74%	20%

- One in three residents in the New York area consider themselves to be overweight although most would like to shed a few pounds:** 33% of people in the New York metropolitan area think they are overweight compared with 61% who think of their weight as about right for someone their size and age. Only 6% of adults in the area describe themselves as underweight. But 60% of residents would like to lose some weight including 70% of women.

Question Wording: Would you describe yourself as underweight, overweight, or about the right weight for someone your size and age?

Residents	Underweight	Overweight	About Right
July 2007	6%	33%	61%
Gender			
Men	5%	32%	63%
Women	6%	34%	60%
Age			
Under 45	7%	26%	67%
45 or older	5%	37%	58%

Question Wording: Would you like to lose some weight?

Residents	Yes	No
July 2007	60%	40%
Gender		
Men	48%	52%
Women	70%	30%
Age		
Under 45	62%	38%
45 or older	58%	42%

- People who want to lose weight, on average, want to lose about 23 pounds...but divide over whether they will try to do so mainly through diet or exercise:** Residents in the New York area who would like to shed some extra pounds, on average, want to lose about 23 pounds. Although diet and exercise are both ways to accomplish these goals, 56% of people who want to lose weight feel they need to do it mainly by dieting, and 44% want to focus more on exercise. Age makes a difference. People 45 years of age or older looking to lose weight will try to do so by dieting. Those under 45 who want to get in shape are more likely to do so with regular exercise.

Question Wording: About how many pounds would you like to lose?

Residents who want to lose weight	Average in Pounds
July 2007	23
Gender	
Men	27
Women	20
Age	
Under 45	20
45 or older	25

Question Wording: Will you try to lose weight mainly through diet or exercise?

Residents who want to lose weight	Diet	Exercise
July 2007	56%	44%
Gender		
Men	57%	43%
Women	55%	45%
Age		
Under 45	42%	58%
45 or older	64%	36%

- Although most residents have never tried to lose weight using medication, one in four women under 45 years of age have:** 85% of residents in the New York metropolitan area have never used medication either prescription or over-the-counter to lose weight. However, women are more likely than men to have done so, as have people under 45 years of age. 26% of women under 45 have tried weight loss pills, and 17% of men in that age group have done so, as well. These results compare with 14% of women 45 years of age and older and 6% of older men.

Question Wording: Have you ever taken medication either prescription or over the counter to lose weight?

Residents	Yes	No
July 2007	15%	85%
Gender		
Men	10%	90%
Women	19%	81%
Age		
Under 45	22%	78%
45 or older	10%	90%
Gender and Age		
Men under 45	17%	83%
Men 45 & older	6%	94%
Women under 45	26%	74%
Women 45 & older	14%	86%

How the survey was conducted:

This survey was conducted June 25th through June 27th, 2007. 1,115 residents in the New York metropolitan area including New York City, Northern New Jersey, Connecticut, Long Island, and suburban New York counties north of New York City were interviewed in proportion to their population in the region. The results are statistically significant at $\pm 3\%$. The margin of error increases for cross-tabulations.