



**The Weight Factor?
More than Seven in Ten New Yorkers
Tie Happiness and Success to Weight**

*** Complete Tables for Poll Appended ***

For Immediate Release: Monday, May 21, 2012

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This NY1/YNN-Marist Poll Reports:

They say money can't buy happiness, but can being thin? According to this NY1/YNN-Marist Poll, 72% of New York State adults think someone who is thin is happier than someone who is overweight. 13% disagree and report that a person who is overweight is happier, and 15% are unsure.

When it comes to success, the same proportion of New York State adults -- 72% -- report someone who is thin is more successful while 8% say those who are overweight are. One in five -- 20% -- is unsure.

Income makes a difference. Nearly eight in ten New Yorkers who earn \$100,000 or more a year -- 79% -- say thin people are more successful. This compares with 72% of those who make between \$50,000 and just under \$100,000 annually and 69% who make less than \$50,000 a year.

There is no age difference on this question. Regardless of age, more than seven in ten think someone who is thin is more successful than someone who is overweight.

How do New Yorkers perceive their own weight? 68% describe themselves as about the right weight for their size and age. 29% say they are overweight while only 4% think they are underweight.

Fast Food Fanatics? Six in Ten New Yorkers Pass

60% of adults in New York say they have not eaten in a fast food restaurant during the past week. One in four -- 25% -- visited a fast food joint at least one day last week, 7% have eaten a meal in such an establishment two days while 4% have dined at a fast food establishment three days. Four is the number of days reported by 2% of New Yorkers while

just 1% has eaten at a restaurant similar to McDonald's, Burger King, and Wendy's five days during the last week. Two percent report eating at a fast food restaurant all seven days.

New Yorkers who report eating at a fast food restaurant in the past week did so on average of close to two days -- 1.8 days.

Younger New Yorkers are more likely to have visited a fast food restaurant than older New Yorkers. 63% of New Yorkers under 30, 44% of those 30 to 44, 38% of residents 45 to 59, and 23% of those 60 and older have dined at this type of restaurant at least once in the past week.

How the Survey was Conducted

Nature of the Sample: NY1/YNN-Marist New York State Poll of 760 Adults

This survey of 760 New York State adults was conducted April 10th through 12th, 2012. Adults 18 years of age and older residing in New York State were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each county was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.5 percentage points. There are 298 adults who ate at a fast food restaurant in the past week. The results for this subset are statistically significant within ± 6.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: New York State

| Nature of the Sample - New York State | | NYS Adults |
|--|----------------------------------|------------|
| | | Col % |
| NYS Adults | | 100% |
| Ate at a Fast Food Restaurant in Past Week | | 39% |
| Region | New York City | 42% |
| | Suburbs | 21% |
| | Upstate | 37% |
| Income | Less \$50,000 | 46% |
| | \$50,000 to just under \$100,000 | 29% |
| | \$100,000 or more | 25% |
| Income | Less than \$50,000 | 46% |
| | \$50,000 or more | 54% |
| Education | Not college graduate | 58% |
| | College graduate | 42% |
| Age | Under 45 | 48% |
| | 45 or older | 52% |
| Age | 18 to 29 | 19% |
| | 30 to 44 | 29% |
| | 45 to 59 | 25% |
| | 60 or older | 27% |
| Race | White | 64% |
| | African American | 14% |
| | Latino | 17% |
| | Other | 6% |
| Race | White | 64% |
| | Non White | 36% |
| Gender | Men | 48% |
| | Women | 52% |
| Interview Type | Landline | 76% |
| | Cell Phone | 24% |

NY1/YNN-Marist Poll NYS Adults: Interviews conducted April 10th through 12th, 2012, N=760
 MOE +/- 3.5 percentage points. NYS Registered Voters: N=632 MOE +/- 4.0 percentage points.
 Totals may not add to 100% due to rounding.

| Nature of the Sample - New York State | | Ate at a Fast Food Restaurant in Past Week |
|--|----------------------|--|
| | | Col % |
| Ate at a Fast Food Restaurant in Past Week | | 100% |
| Income | Less than \$50,000 | 50% |
| | \$50,000 or more | 50% |
| Education | Not college graduate | 63% |
| | College graduate | 37% |
| Age | Under 45 | 60% |
| | 45 or older | 40% |
| Race | White | 54% |
| | Non White | 46% |
| Gender | Men | 53% |
| | Women | 47% |
| Interview Type | Landline | 70% |
| | Cell Phone | 30% |

NY1/YNN-Marist Poll NYS Adults who Ate at a Fast Food Restaurant in the Past Week: Interviews conducted April 10th through 12th, 2012, N=298 MOE +/- 6.0 percentage points. Totals may not add to 100% due to rounding.

| | | NYS Adults | | |
|-----------------------|----------------------------------|---|---------------------|--------|
| | | Overall, who do you think is happier: Someone who is overweight or someone who is thin? | | |
| | | Someone who is overweight | Someone who is thin | Unsure |
| | | Row % | Row % | Row % |
| NYS Adults | | 13% | 72% | 15% |
| Self-described weight | Underweight | 14% | 73% | 13% |
| | Overweight | 19% | 67% | 15% |
| | About the right weight | 10% | 74% | 16% |
| Region | New York City | 13% | 72% | 16% |
| | Suburbs | 10% | 78% | 13% |
| | Upstate | 15% | 69% | 17% |
| Income | Less \$50,000 | 15% | 70% | 15% |
| | \$50,000 to just under \$100,000 | 10% | 77% | 12% |
| | \$100,000 or more | 11% | 72% | 17% |
| Income | Less than \$50,000 | 15% | 70% | 15% |
| | \$50,000 or more | 10% | 75% | 15% |
| Education | Not college graduate | 14% | 74% | 13% |
| | College graduate | 11% | 71% | 19% |
| Age | Under 45 | 12% | 72% | 16% |
| | 45 or older | 13% | 72% | 15% |
| Age | 18 to 29 | 12% | 74% | 14% |
| | 30 to 44 | 12% | 71% | 17% |
| | 45 to 59 | 14% | 69% | 17% |
| | 60 or older | 12% | 76% | 13% |
| Race | White | 13% | 75% | 12% |
| | Non White | 12% | 69% | 19% |
| Gender | Men | 12% | 75% | 13% |
| | Women | 13% | 69% | 17% |
| Interview Type | Landline | 13% | 71% | 16% |
| | Cell Phone | 11% | 76% | 13% |

NY1/YNN-Marist Poll NYS Adults: Interviews conducted April 10th through 12th, 2012, N=760 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

| | | NYS Adults | | |
|-----------------------|----------------------------------|---|---------------------|--------|
| | | Overall, who do you think is more successful in life: Someone who is overweight or someone who is thin? | | |
| | | Someone who is | | |
| | | overweight | Someone who is thin | Unsure |
| | | Row % | Row % | Row % |
| NYS Adults | | 8% | 72% | 20% |
| Self-described weight | Underweight | 11% | 63% | 26% |
| | Overweight | 9% | 72% | 19% |
| | About the right weight | 7% | 74% | 20% |
| Region | New York City | 9% | 71% | 20% |
| | Suburbs | 4% | 78% | 18% |
| | Upstate | 9% | 70% | 22% |
| Income | Less \$50,000 | 10% | 69% | 21% |
| | \$50,000 to just under \$100,000 | 5% | 72% | 23% |
| | \$100,000 or more | 6% | 79% | 14% |
| Income | Less than \$50,000 | 10% | 69% | 21% |
| | \$50,000 or more | 6% | 75% | 19% |
| Education | Not college graduate | 10% | 69% | 21% |
| | College graduate | 5% | 76% | 19% |
| Age | Under 45 | 10% | 72% | 18% |
| | 45 or older | 6% | 73% | 22% |
| Age | 18 to 29 | 10% | 73% | 17% |
| | 30 to 44 | 10% | 71% | 19% |
| | 45 to 59 | 5% | 71% | 24% |
| | 60 or older | 6% | 74% | 20% |
| Race | White | 6% | 75% | 19% |
| | Non White | 10% | 71% | 19% |
| Gender | Men | 9% | 74% | 17% |
| | Women | 6% | 70% | 24% |
| Interview Type | Landline | 8% | 71% | 21% |
| | Cell Phone | 7% | 76% | 18% |

NY1/YNN-Marist Poll NYS Adults: Interviews conducted April 10th through 12th, 2012, N=760 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

| | | NYS Adults | | |
|----------------|----------------------------------|--|------------|------------------------|
| | | Would you describe yourself as underweight, overweight, or about the right weight for someone your size and age? | | |
| | | Underweight | Overweight | About the right weight |
| | | Row % | Row % | Row % |
| NYS Adults | | 4% | 29% | 68% |
| Region | New York City | 4% | 23% | 73% |
| | Suburbs | 1% | 31% | 68% |
| | Upstate | 5% | 33% | 62% |
| Income | Less \$50,000 | 5% | 30% | 65% |
| | \$50,000 to just under \$100,000 | 3% | 31% | 66% |
| | \$100,000 or more | 3% | 25% | 72% |
| Income | Less than \$50,000 | 5% | 30% | 65% |
| | \$50,000 or more | 3% | 28% | 69% |
| Education | Not college graduate | 5% | 31% | 64% |
| | College graduate | 2% | 26% | 72% |
| Age | Under 45 | 4% | 21% | 75% |
| | 45 or older | 4% | 35% | 61% |
| Age | 18 to 29 | 7% | 13% | 80% |
| | 30 to 44 | 2% | 27% | 71% |
| | 45 to 59 | 4% | 32% | 64% |
| | 60 or older | 3% | 39% | 58% |
| Race | White | 4% | 31% | 65% |
| | Non White | 4% | 25% | 71% |
| Gender | Men | 2% | 29% | 69% |
| | Women | 5% | 29% | 67% |
| Interview Type | Landline | 4% | 28% | 68% |
| | Cell Phone | 3% | 29% | 68% |

NY1/YNN-Marist Poll NYS Adults: Interviews conducted April 10th through 12th, 2012, N=760 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

| | | NYS Adults | | | | | | |
|-----------------------|----------------------------------|---|-------|-------|-------|-------|-------|-------|
| | | How many days in the past week did you eat a meal at a fast food restaurant such as McDonald's, Burger King, Wendy's, Kentucky Fried Chicken, or a pizza place? | | | | | | |
| | | One | Two | Three | Four | Five | Seven | None |
| | | Row % | Row % | Row % | Row % | Row % | Row % | Row % |
| NYS Adults | | 25% | 7% | 4% | 2% | 1% | 2% | 60% |
| Self-described weight | Underweight | 17% | 18% | 0% | 6% | 4% | 6% | 49% |
| | Overweight | 29% | 8% | 4% | 0% | 0% | 2% | 56% |
| | About the right weight | 25% | 7% | 3% | 2% | 1% | 1% | 61% |
| Region | New York City | 21% | 8% | 5% | 1% | 2% | 2% | 61% |
| | Suburbs | 23% | 9% | 4% | 1% | 0% | 1% | 63% |
| | Upstate | 30% | 5% | 2% | 3% | 0% | 2% | 58% |
| Income | Less \$50,000 | 26% | 7% | 5% | 3% | 1% | 3% | 56% |
| | \$50,000 to just under \$100,000 | 28% | 6% | 4% | 0% | 1% | 0% | 61% |
| | \$100,000 or more | 21% | 9% | 2% | 1% | 1% | 2% | 65% |
| Income | Less than \$50,000 | 26% | 7% | 5% | 3% | 1% | 3% | 56% |
| | \$50,000 or more | 25% | 8% | 3% | 1% | 1% | 1% | 63% |
| Education | Not college graduate | 26% | 7% | 6% | 2% | 1% | 3% | 56% |
| | College graduate | 25% | 9% | 1% | 1% | 1% | 0% | 65% |
| Age | Under 45 | 29% | 10% | 5% | 3% | 1% | 3% | 49% |
| | 45 or older | 22% | 6% | 2% | 1% | 0% | 1% | 69% |
| Age | 18 to 29 | 31% | 14% | 6% | 3% | 3% | 6% | 38% |
| | 30 to 44 | 27% | 7% | 5% | 3% | 1% | 1% | 57% |
| | 45 to 59 | 26% | 7% | 4% | 0% | 0% | 1% | 62% |
| | 60 or older | 17% | 5% | 0% | 1% | 0% | 0% | 76% |
| Race | White | 24% | 6% | 2% | 1% | 0% | 1% | 66% |
| | Non White | 28% | 9% | 8% | 3% | 2% | 3% | 47% |
| Gender | Men | 26% | 8% | 4% | 2% | 1% | 3% | 56% |
| | Women | 24% | 7% | 3% | 1% | 1% | 0% | 64% |
| Interview Type | Landline | 24% | 7% | 3% | 2% | 0% | 1% | 63% |
| | Cell Phone | 29% | 8% | 7% | 2% | 2% | 2% | 50% |

NY1/YNN-Marist Poll NYS Adults: Interviews conducted April 10th through 12th, 2012, N=760 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

How many days in the past week did you eat a meal at a fast food restaurant such as McDonald's, Burger King, Wendy's, Kentucky Fried Chicken, or a pizza place?

| | | | Mean |
|--|----------------|----------------------|------|
| Ate at a Fast Food Restaurant in Past Week | NYS Adults | | 1.8 |
| | Income | Less than \$50,000 | 2.0 |
| | | \$50,000 or more | 1.6 |
| | Education | Not college graduate | 2.0 |
| | | College graduate | 1.4 |
| | Age | Under 45 | 2.0 |
| | | 45 or older | 1.5 |
| | Race | White | 1.6 |
| | | Non White | 2.1 |
| | Gender | Men | 2.0 |
| | | Women | 1.6 |
| | Interview Type | Landline | 1.7 |
| | | Cell Phone | 2.0 |

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 Interviews conducted April 10th through 12th, 2012, N=298 MOE +/- 6.0 percentage points.
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