

SYNOVATE IN:FACT STUDY – OBESITY (JULY 2010)

Questionnaire & Methodology

1. How often do you weigh yourself? **(SC)**
 - More than once a day 1
 - Once a day..... 2
 - Once every few days 3
 - Once a week 4
 - Whenever I remember 5
 - Whenever my clothes are getting tight..... 6
 - I don't weigh myself 7
 - Don't know/Refused (Do not prompt)..... 99

2. Do you take any of the following steps when you feel your weight goes beyond a certain threshold? **(MC)**
 - Increase physical activity 1
 - Reduce food intake 2
 - Take herbs or supplements which promise weight loss..... 3
 - Change types of foods that you eat 4
 - My weight does not change 5
 - Others (Please specify)..... 97
 - Don't know/Refused (Do not prompt)..... 99

3. Have you used or are you using any of the following to maintain or reduce weight? **(MC)**
 - Low-fat food products 1
 - Herbs or supplements which promise weight loss 2
 - Meal replacements such as shakes, bars etc 3
 - Diet plans such as the Atkins Diet, South Beach Diet and others 4
 - Diet books and diet recipe books 5
 - Weight loss course / membership, like Weight Watchers, Marie France, Jenny Craig and others 6
 - Low-carbohydrate food products 7

Gym membership / exercise classes / personal trainer	8
Home exercise equipment	9
Medicine / medication	10
Visits to a dietician / nutritionist / doctor	11
Order smaller portions at restaurants / share a meal in order to eat less	12
None	98
Don't know/Refused (Do not prompt).....	99

4. Do you agree or disagree with the following statements: **(SC)**

	Agree	Do not agree	Don't Know/Ref (Do Not Prompt)
I eat whatever I want, whenever I want.....	1	2	99
I watch my food intake carefully and strive to be healthy.....	1	2	99
Life is too short to deny yourself whatever you want, even though it may be unhealthy.....	1	2	99
I like the taste of fast food too much to give it up.....	1	2	99
Healthy food makes me feel better	1	2	99
I tend to eat junk food when I am feeling down.....	1	2	99
I am worried about the issue of childhood obesity, in my own home.....	1	2	99
I am worried about the issue of childhood obesity, in my country.....	1	2	99
Food companies (manufacturers and restaurants) have a responsibility to offer healthy food options.....	1	2	99
I'm too busy to cook / plan my food so I eat whatever is quick and easy	1	2	99
Food companies (food manufacturers and restaurants) offer enough healthy food options.....	1	2	99
Food companies (food manufacturers and can help prevent childhood obesity	1	2	99
I'm a yo-yo eater - sometimes very healthy and other times very unhealthy.....	1	2	99

5.	What do you believe is the main cause of obesity? (SC)	
	Genetics / runs in the family.....	1
	Unhealthy food choices.....	2
	Unhealthy food habits like eating at irregular hours.....	3
	Emotional eating (eating when depressed, stressed, happy etc)	4
	Media influence, fast food advertising, etc.....	5
	Lack of exercise	6
	No self-discipline / no self-control	7
	Lack of education from the Government.....	8
	Stress.....	9
	Eating in restaurants too much	10
	Eating too much fast food	11
	Eating on the run - too busy to sit down and focus on the meal	12
	Don't know/Refused (Do not prompt).....	99

Country	Sample Size (N)	Sampling Method	Survey Mode	Date Field Started	Date Field Ended	Age Group	Geographic Coverage
Argentina	300	Non-probability convenience sample	PAPI	25-Mar-2010	29-Mar-2010	30 - 59	Buenos Aires Córdoba Mendoza
Brazil	1500	Random digit-dialed telephone	CATI	25-Mar-2010	29-Mar-2010	18-60	São Paulo Rio de Janeiro Belo Horizonte Calí Curitiba Salvador Recife Fortaleza Interior de SP
Canada	1000	Opt-in internet panel	Online	20-May-2010	25-May-2010	18+	Atlantic Quebec Ontario Man/Sask Alberta British Columbia
Chile	500	List-based telephone sample (with quotes)	CATI	17-May-10	26-May-10	18 - 65	Gran Santiago (34 communes)
China	1002	Opt-in internet panel	Online	20-May-2010	24-May-2010	15-64	Beijing Shanghai Guangzhou Wuhan
Colombia	480	List-based telephone sample (with quotes)	CATI	19-May-2010	27-May-2010	18 - 55+	Bogotá Medellín Calí Barranquilla
Denmark	478	Opt-in internet panel	CASI	26-May-2010	31-May-2010	15-70+	Region Hovedstaden Region Sjælland Region Syddanmark Region Midtjylland

							Region Nordjylland Southern Serbia
Egypt	322	Random digit-dialing (with quotes)	CATI	20 - May- 2010	24 - May- 2010	16 - 59	Cairo Alex Delta Upper Egypt
India	500	Random household selection	F2F	14-May-2010	27-May-2010	15-64	Mumbai New Delhi Kolkata Chennai
Indonesia	500	Random household selection	F2F	14-May-2010	27-May-2010	15-64	Jakarta Surabaya Medan Bandung
Korea	500	Random digit-dialed telephone	CATI	14-May-2010	27-May-2010	15-64	Seoul Pusan Taegu Kwangju Taejeon
Netherlands	1125	Opt-in internet panel	CAWI	25-Mar-2010	29-Mar-2010	18+	Nationwide
Russia	1200	Random digit-dialed telephone	CATI	18-Jun-2010	2-Jul-2010	18-64	Moscow St. Petersburg Novossibirsk N. Novgorod Yekaterinburg Samara Omsk Kazan Ufa Cheliabinsk Rostov on Don Perm Volgograd Voronezh

							Saratov Kransoyarsk
Romania	1500	Area probability sample	F2F	10-May-2010	21-May-2010	18-64	Nord-est Sud-est Sud Sud-vest Vest Nord-vest Centru Bucuresti&Ilfov
Saudi Arabia	538	Random household selection	F2F	20-May-2010	5-Jun-2010	18 - 55	Jeddah Riyadh Dammam
Singapore	500	Random digit-dialed telephone	CATI	14-May-2010	27-May-2010	15-64	Nationwide
Turkey	500	Random digit-dialed telephone	CATI	26-Apr-2010	6-May-2010	18+	Istanbul Ankara Izmir
US	500	Opt-in internet panel	Online	5-May-2010	16-May-2010	18-45+	Nationwide
UK	500	Opt-in internet panel	Online	5-May-2010	16-May-2010	18-41+	Nationwide