

'Stop the Spread' Benchmark Study Topline Charts

Prepared for: *safefood*
April 2011

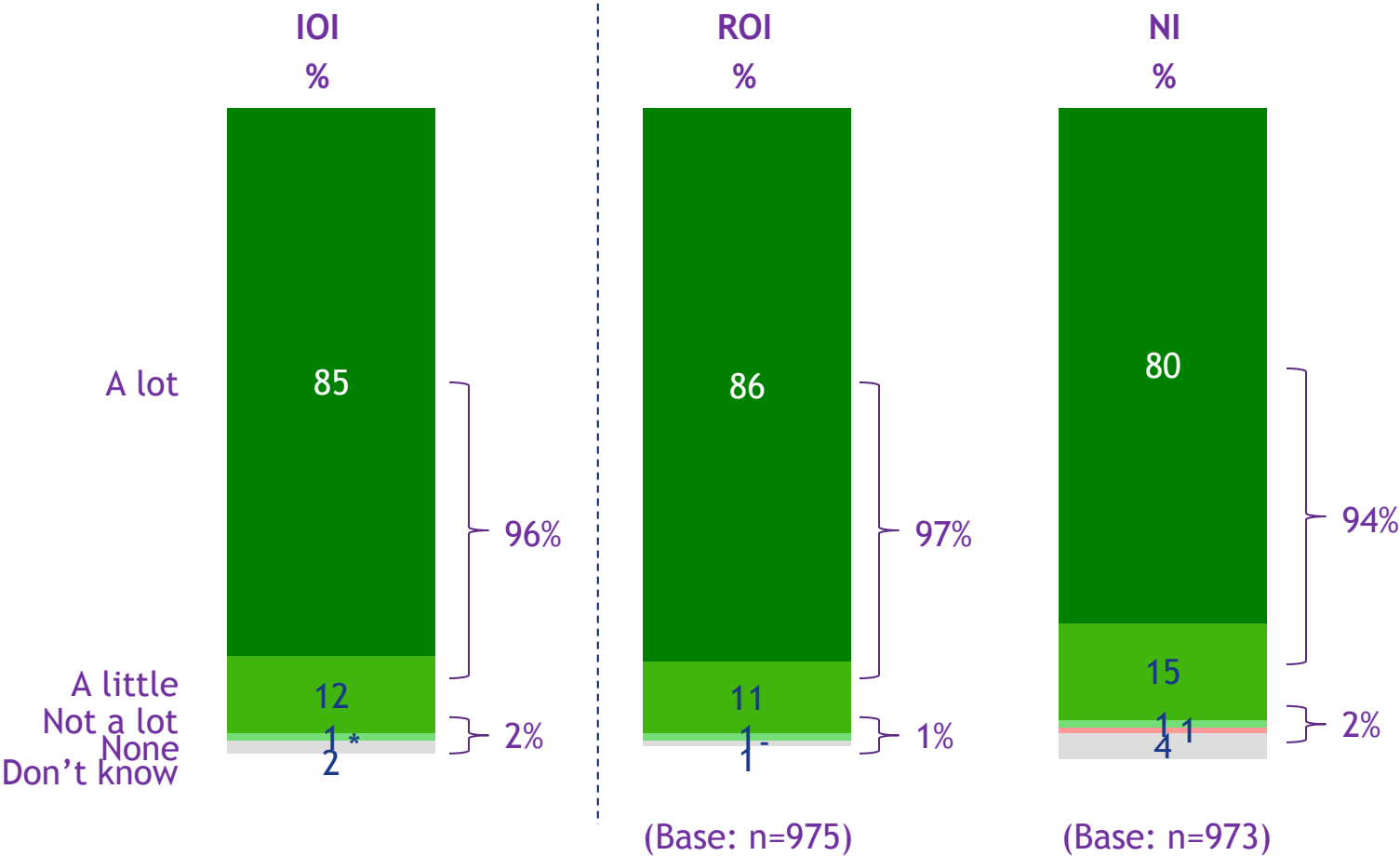
Research Objectives

- ✓ The main **objectives** of this benchmark research are:
 - To understand how the public perceive their own weight
 - Ascertain to what extent the public see a causal link between weight and health
 - Ascertain to what extent the public believe that being overweight increases the likelihood of family and friends also being overweight
 - Evaluate all aspects of waist measurement in the context of obesity

- ✓ Face-to-face in-home surveys (island of Ireland; IOI)
 - Representative sample of adults aged 15+ years living ROI
 - Nationally representative sample of adults aged 16+ living in NI.
 - This study was conducted among a sub sample of adults aged 18+
 - Quota controlled in terms of gender, age, social class and region, to reflect the actual demographics of the adult population in both ROI and NI.
- ✓ Interviews were conducted at 107 IOI sampling points
- ✓ Sample size: 1,948 from 107 IOI sampling points.
- ✓ Fieldwork dates: ROI: 16th – 30th March 2011
 NI: 21st – 26th March 2011

Q.1 How much impact, if any, do you think being overweight has on a person's health?

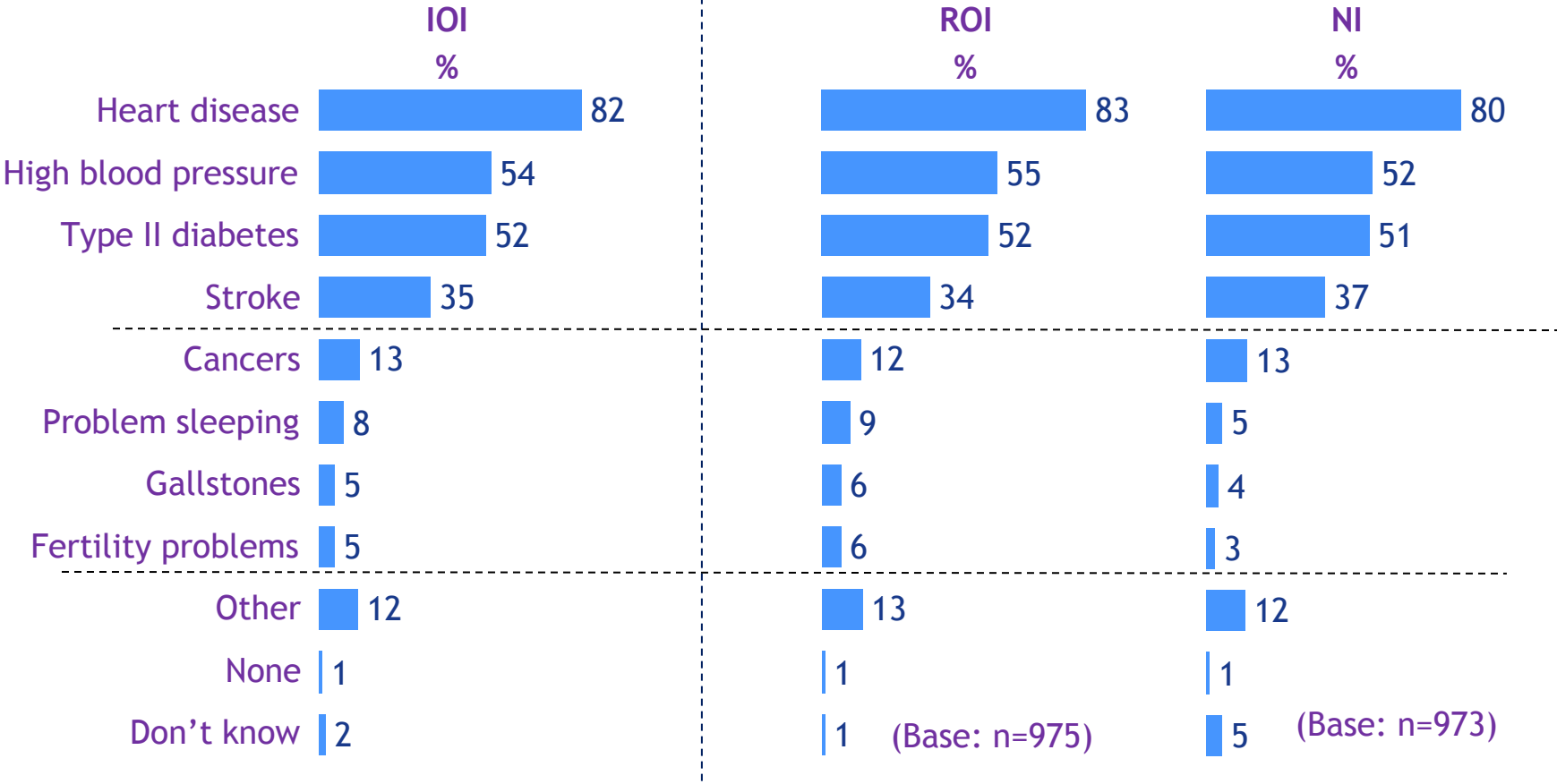
(Base: All Adults, n=1,948)



Majority agree that being overweight impacts health

Q.2 Which, if any, health conditions are you aware of that are more likely to occur in someone who is overweight?

(Base: All Respondents, n=1,948)



Heart disease, high BP, diabetes are most top of mind as health conditions likely to occur in the overweight

Q.3 With regard to weight, which ONE of the following statements most applies to you?

(Base: All Respondents, n=1,948)

IOI
%

ROI
%

NI
%

I do not need to lose weight

37

39

32

I am trying to lose weight

21

21

22

I never think about my weight, and I have no intention of changing

20

19

21

I believe I should lose weight, but I don't know how or have not made it a priority

15

13

18

I am losing weight and have been for six months or more

7

7

(Base: n=975)

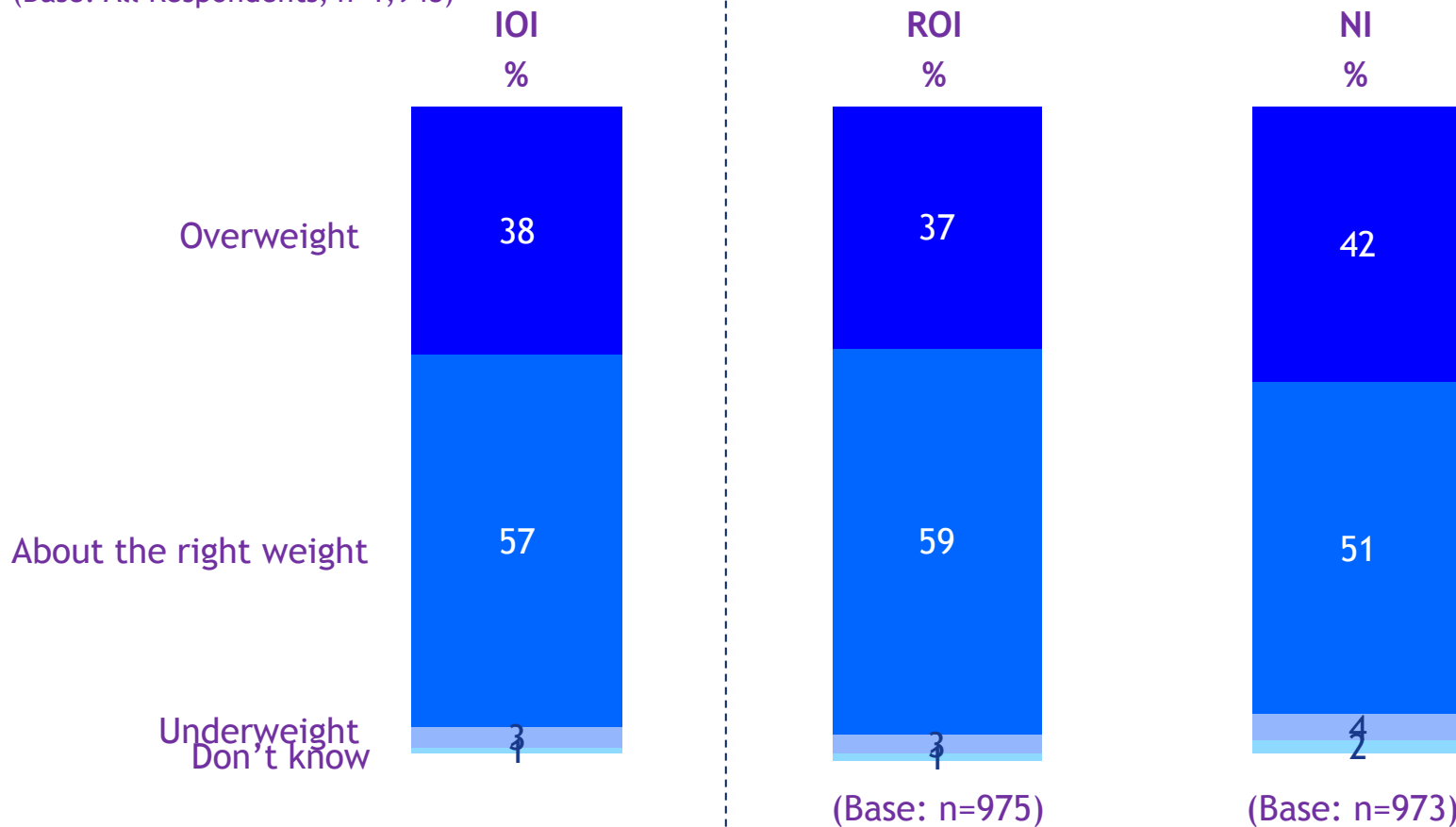
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(Base: n=973)

One in every two IOI adults feel they do not need to lose weight or never think about their weight; almost 3 in 10 are losing weight or trying to lose weight

Q.4 Given your height, which ONE of these statements do you feel best describes your own weight?

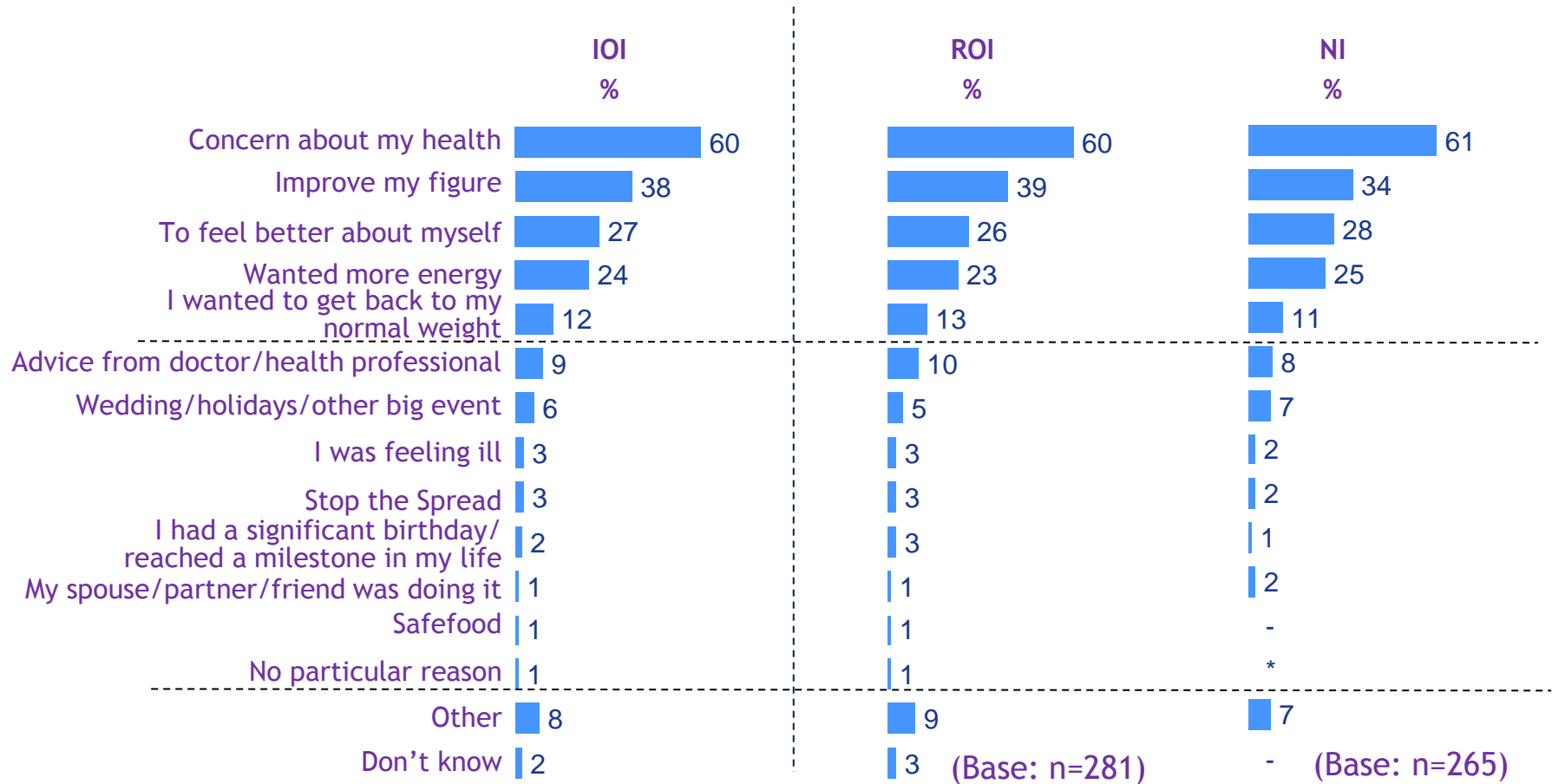
(Base: All Respondents, n=1,948)



Just over a third of IOI adults admit to being overweight - higher in NI

Q.6 What are your main reasons for attempting to lose weight?

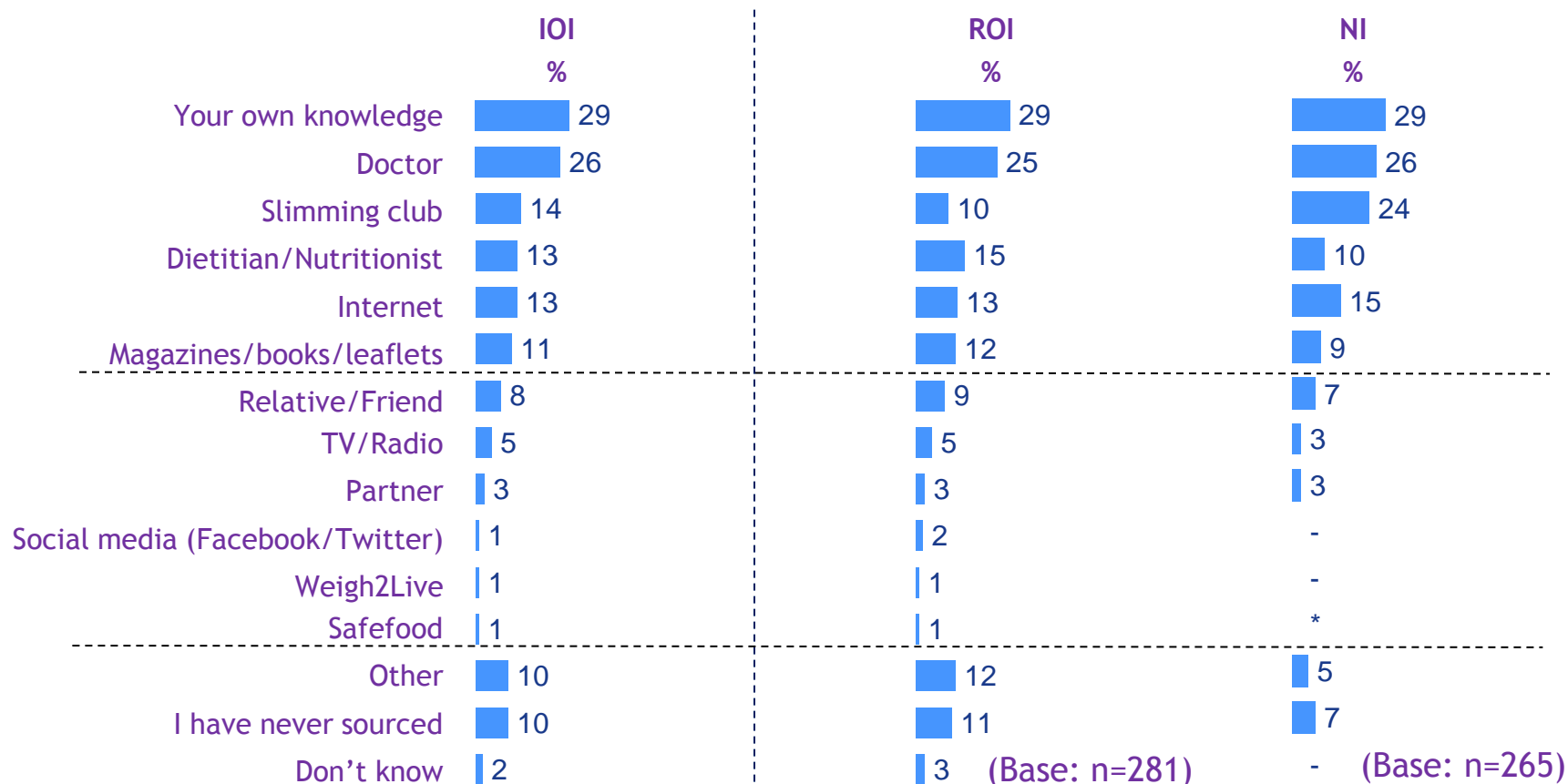
(Base: All Respondents Who Have Attempted to Lose Weight, n=546)



Concern about health is main motivator for losing weight

Q.7 Where do you source help or information for losing weight?

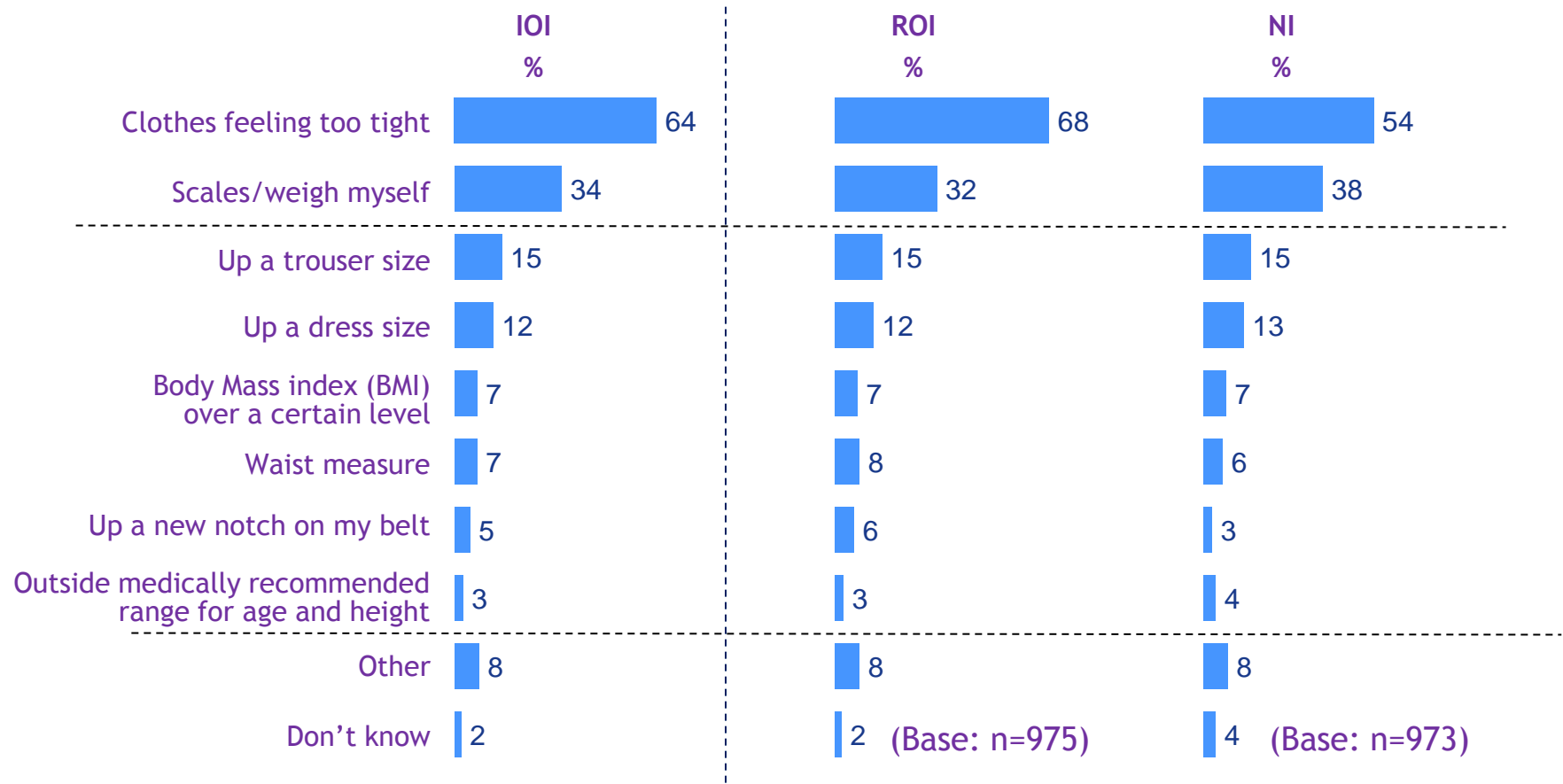
(Base: All Respondents Who Have Attempted to Lose Weight, n=546)



GP and own knowledge are most used sources of information on weight loss

Q.8 How would you know if you were overweight?

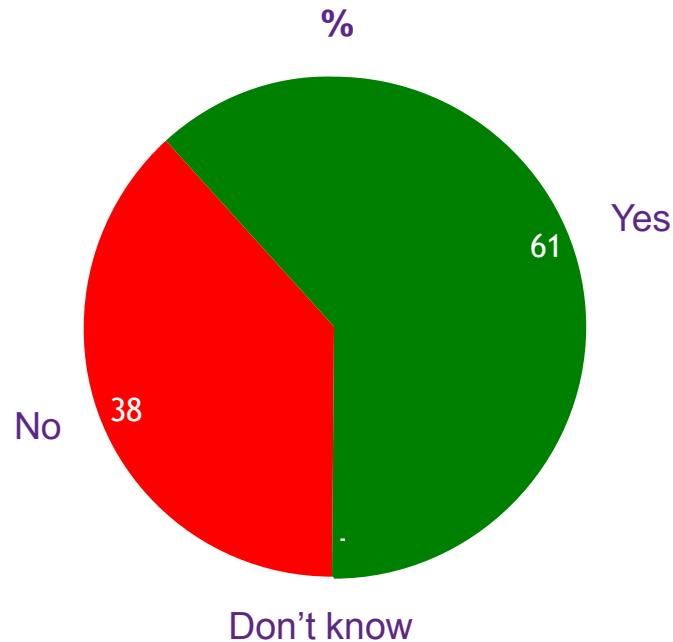
(Base: All Respondents, n=1,948)



How clothes feel and the weighing scales are key indicators for becoming overweight

Q.9a Do you know what your current waist measure is?

(Base: All Respondents, n=1,948)

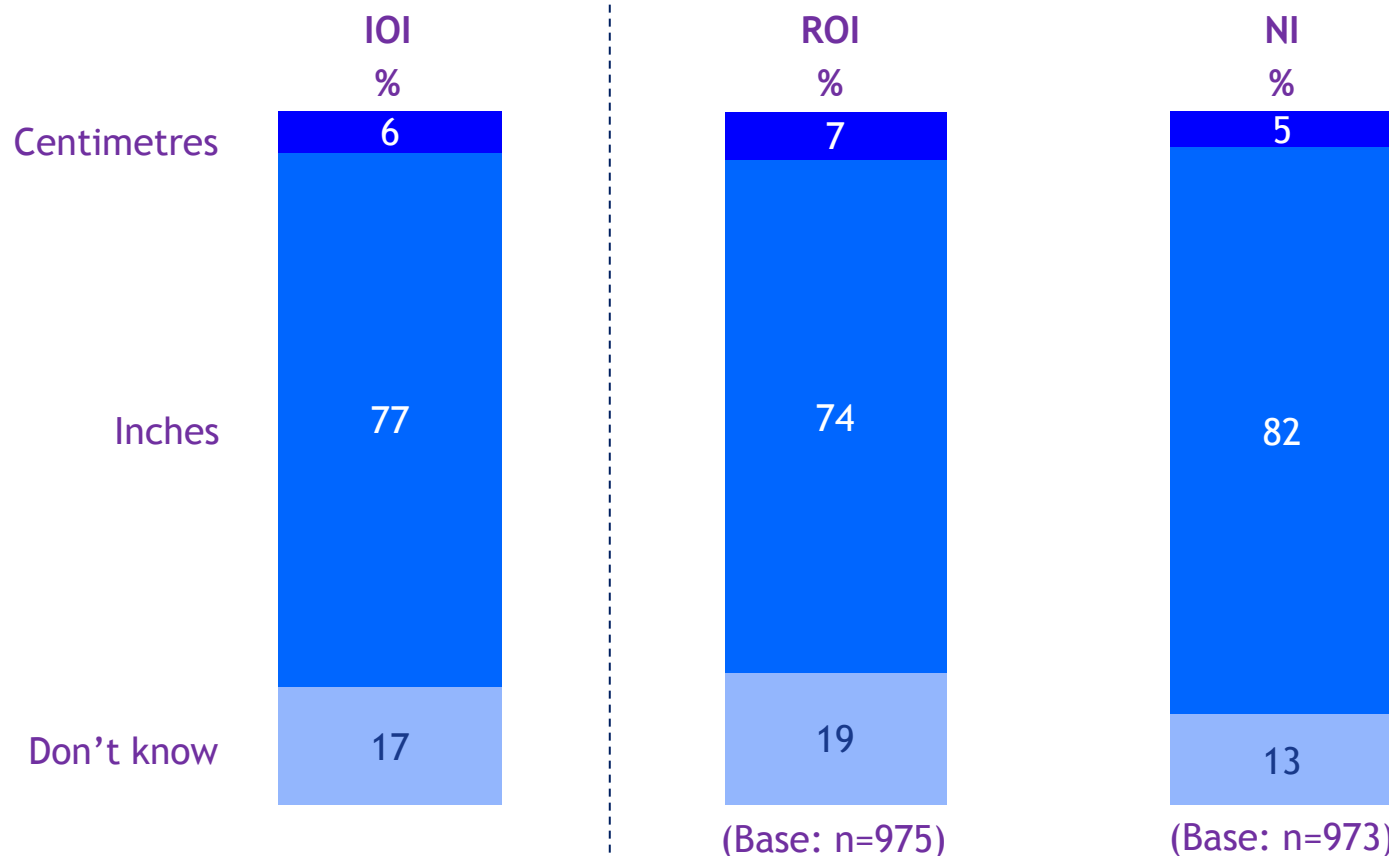


% Yes	IOI %	ROI %	NI %
Total	61	65	52
Male	77	79	73
Female	46	52	33
U35	63	67	52
35+	61	64	53
ABC1	60	62	55
C2DE	61	66	50
Base	n=975		n=973

6 in 10 IOI adults claim to know their waist measure - higher in ROI and among men

Q.9b Would you measure your waist measurement in Centimetres or Inches?

(Base: All Respondents, n=1,948)



The vast majority of adults would measure their waist in inches

Q.9c Please tell me what your waist measure is?

(Base: All Male Respondents that know their waist measure, n=694)



% Yes	IOI %	ROI %	NI %
<24 inches (<60 cm)	-	-	-
25-26 inches (61 – 65cm)	*	*	1
27-28 inches (66 – 70cm)	2	1	2
29-30 inches (71 – 75cm)	7	6	9
31-32 inches (76 – 80cm)	24	25	21
33-34 inches (81 – 85cm)	30	32	24
35 –36 inches (86 – 90cm)	18	18	19
37-38 inches (91 –95cm)	9	9	10
39-40 inches (96 – 100cm)	4	3	5
41-42 inches (101 – 105cm)	3	3	5
43-44 inches (106 – 110cm)	1	2	1
45-46 inches (111 –115cm)	1	1	1
47-48 inches (116 – 120cm)	*	*	-
49-50 inches (121 –125cm)	*	*	*
50+ inches (125+cm)	-	-	-
Don't know	*	-	*
Refused	1	1 (Base: n=375)	1 (Base: n=319)

A minority of men claim to be in the danger zone of 102cm+

Q.9c Please tell me what your waist measure is?

(Base: All Female Respondents that know their waist measure, n=431)



% Yes	IOI %	ROI %	NI %
<24 inches (<60 cm)	7	7	5
25-26 inches (61 – 65cm)	11	10	13
27-28 inches (66 – 70cm)	16	15	18
29-30 inches (71 – 75cm)	18	17	21
31-32 inches (76 – 80cm)	12	12	11
33-34 inches (81 – 85cm)	12	11	14
35 –36 inches (86 – 90cm)	8	9	3
37-38 inches (91 –95cm)	4	4	4
39-40 inches (96 – 100cm)	3	3	1
41-42 inches (101 – 105cm)	1	2	1
43-44 inches (106 – 110cm)	1	1	-
45-46 inches (111 –115cm)	-	-	-
47-48 inches (116 – 120cm)	1	1	-
49-50 inches (121 –125cm)	-	-	-
50+ inches (125+cm)	*	*	1
Don't know	3	3	3
Refused	4	3	6

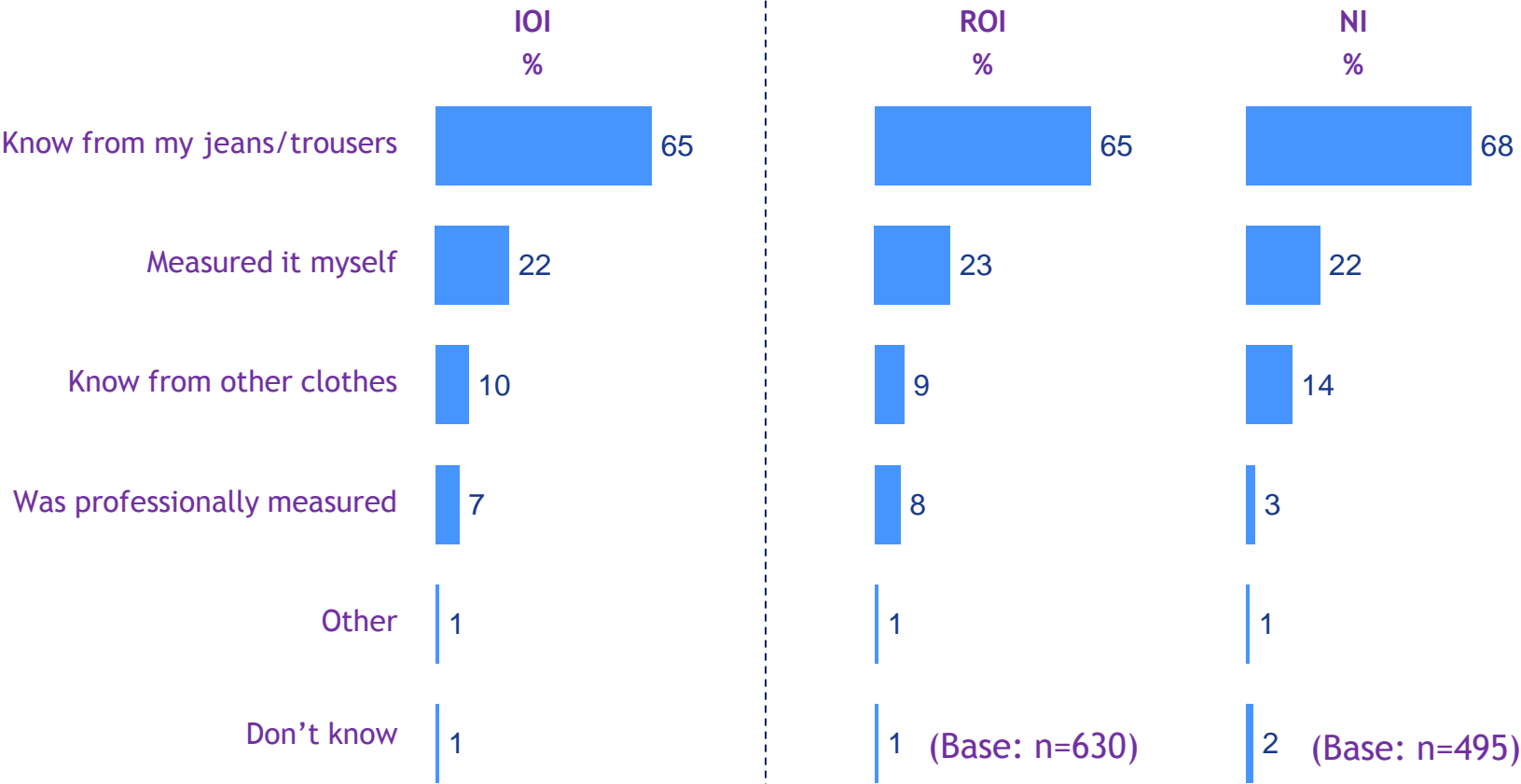
(Base: n=255)

(Base: n=176)

Most women claim to be within the recommended 80cm

Q.10 How did you learn what your current waist measurement is?

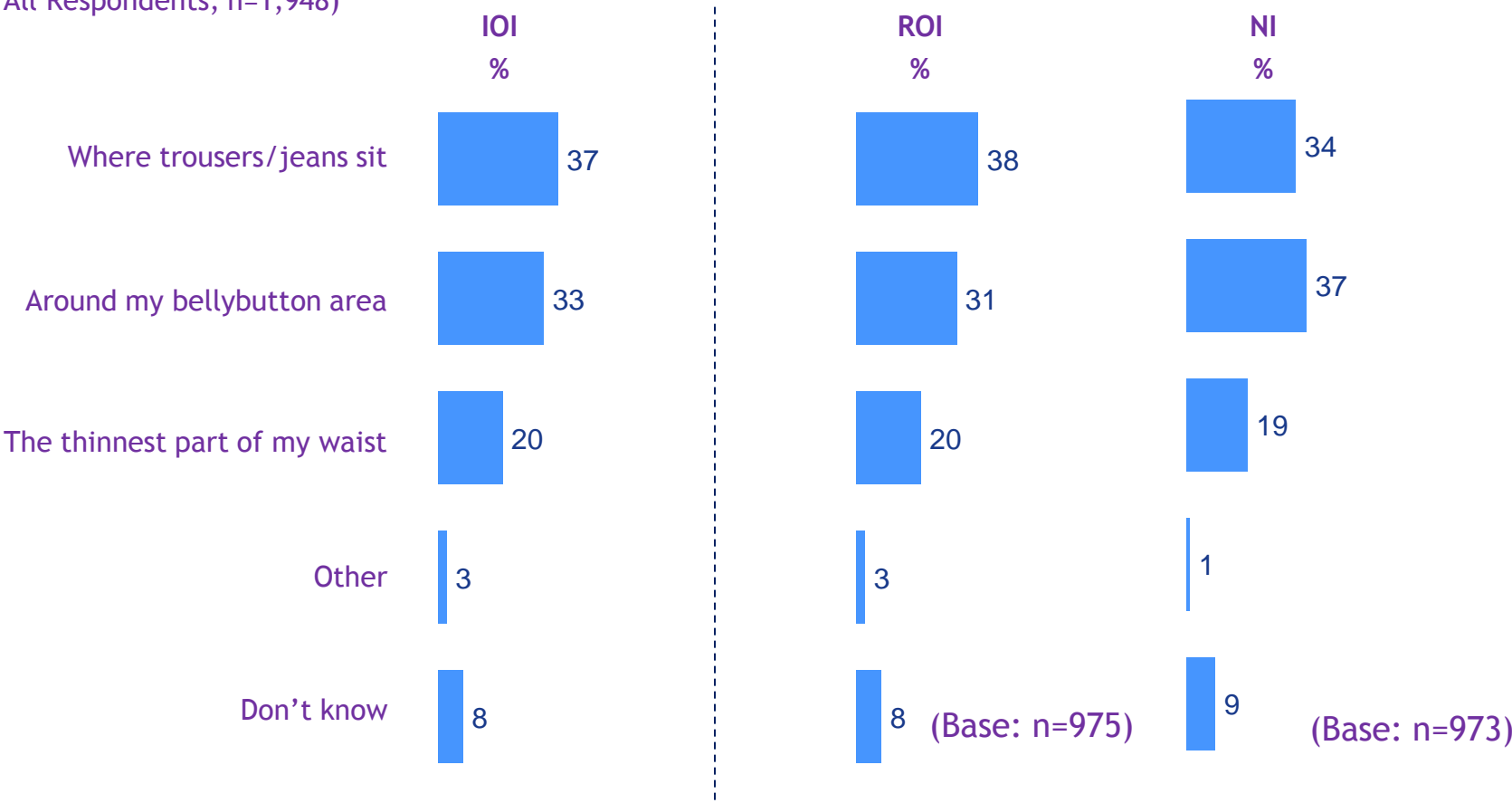
(Base: All Respondents That Know Their Waist Measure, n=1,125)



Jeans/trouser size most referenced as indicator of waist measurement

Q.11 If you were given a measuring tape to measure your waist, around which area would you put the tape?

(Base: All Respondents, n=1,948)



A range of practices emerge for measuring waist size

Q.12b Looking at these ranges, can you tell me what you think a healthy waist measurement for a man should be?

(Base: All Male Respondents, n=912)



% Yes	IOI %	ROI %	NI %
<24 inches (<60 cm)	-	-	-
25-26 inches (61 – 65cm)	*	*	*
27-28 inches (66 – 70cm)	1	1	1
29-30 inches (71 – 75cm)	7	8	4
31-32 inches (76 – 80cm)	22	23	22
33-34 inches (81 – 85cm)	33	33	33
35 –36 inches (86 – 90cm)	16	15	18
37-38 inches (91 –95cm)	4	4	5
39-40 inches (96 – 100cm)	3	3	1
41-42 inches (101 – 105cm)	1	2	-
43-44 inches (106 – 110cm)	1	1	-
45-46 inches (111 –115cm)	-	-	-
47-48 inches (116 – 120cm)	-	-	-
49-50 inches (121 –125cm)	-	-	-
50+ inches (125+cm)	-	-	-
Don't know	12	11 (Base: n=471)	16 (Base: n=441)

Most men feel a waist measure of between 76 and 90cm is healthy for a man

Q.12a Looking at these ranges, can you tell me what you think a healthy waist measurement for a woman should be?

(Base: All Female Respondents, n=1,036)



% Yes	IOI %	ROI %	NI %
<24 inches (<60 cm)	2	3	2
25-26 inches (61 – 65cm)	11	9	14
27-28 inches (66 – 70cm)	16	14	20
29-30 inches (71 – 75cm)	22	22	22
31-32 inches (76 – 80cm)	18	21	10
33-34 inches (81 – 85cm)	9	10	6
35 –36 inches (86 – 90cm)	3	3	2
37-38 inches (91 –95cm)	2	3	-
39-40 inches (96 – 100cm)	*	*	-
41-42 inches (101 – 105cm)	-	-	-
43-44 inches (106 – 110cm)	-	-	-
45-46 inches (111 –115cm)	-	-	-
47-48 inches (116 – 120cm)	-	-	-
49-50 inches (121 –125cm)	-	-	-
50+ inches (125+cm)	-	-	-
Don't know	17	13 (Base: n=504)	24 (Base: n=532)

Most women feel that a waist measure between 66 and 80 cm is healthy for a woman, but high levels of ‘don’t know’ responses prevail

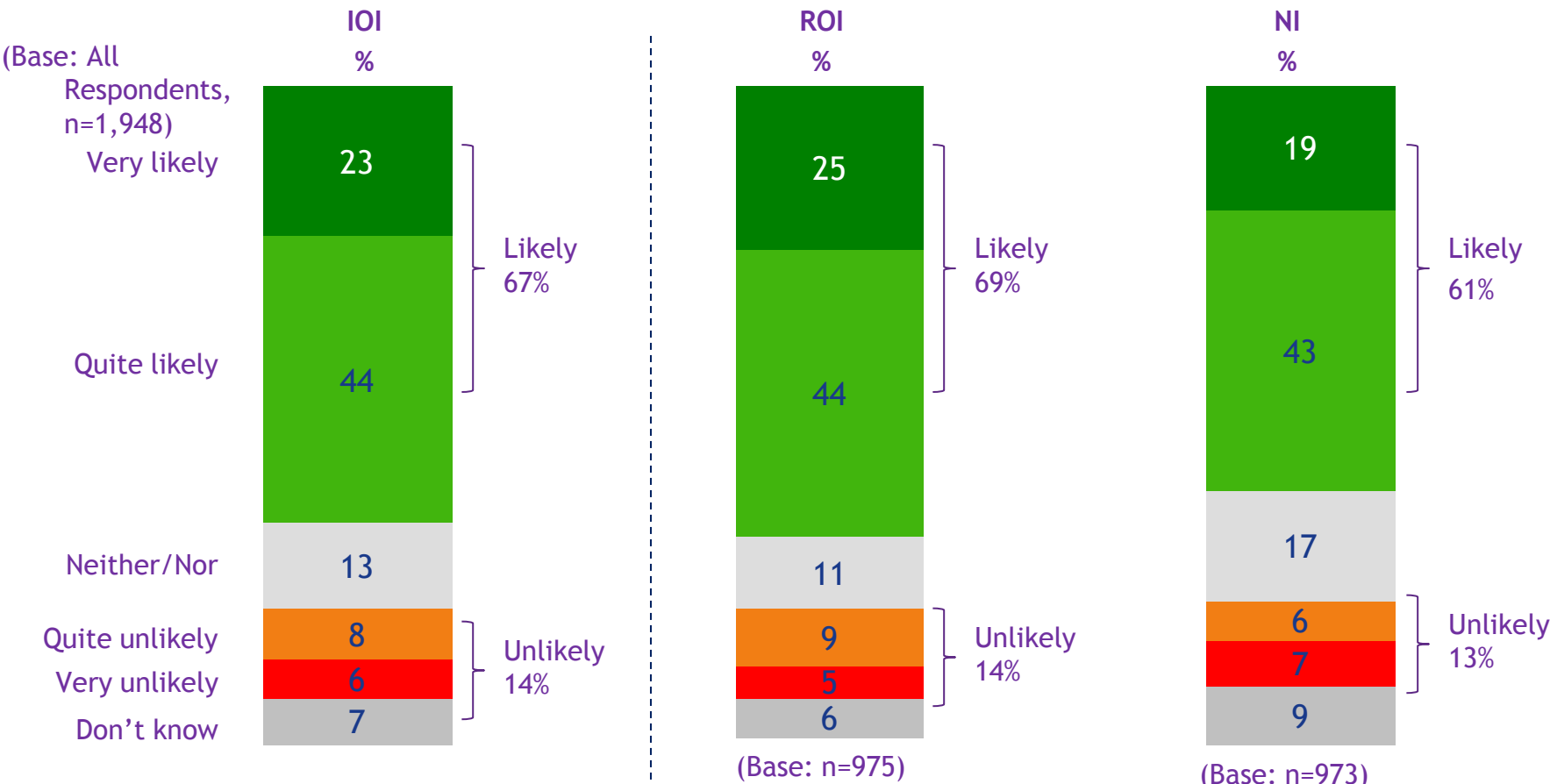
Q.13 What percentage of adults on the island of Ireland do you think are overweight or obese?

(Base: All Respondents, n=1,948)



Wide range of estimates as to % of adults who are overweight or obese, with most underestimating the true incidence

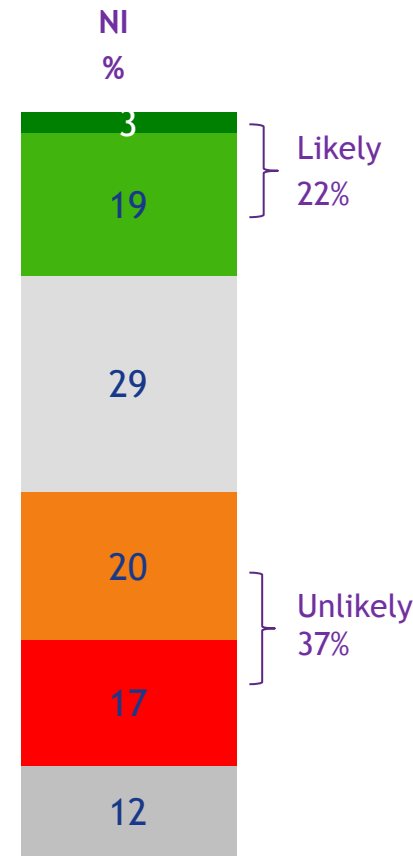
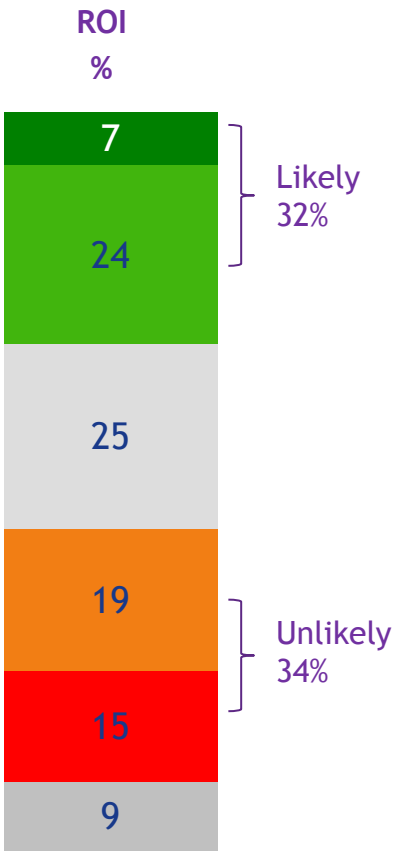
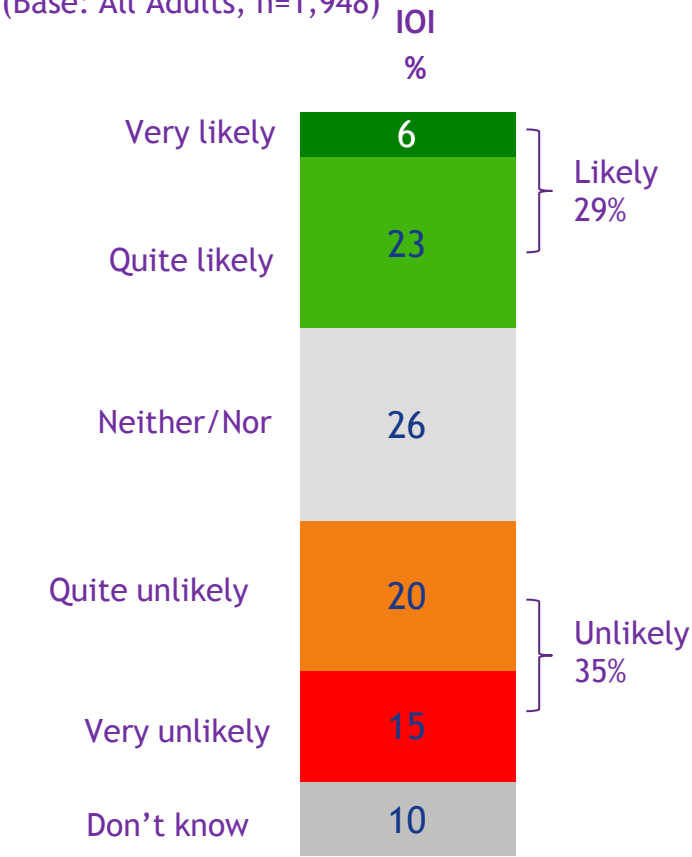
Q.14 If someone is overweight, how likely to do you think it is that their family/partner will also be overweight?



2 thirds of IOI adults believe that being overweight has a negative impact on family/partner weight

Q.14b And how likely do you think it is that their friends will also be overweight?

(Base: All Adults, n=1,948)



Opinion is polarised regarding the negative impact on friends' weight

- IOI adults **UNDERESTIMATE** the true **PREVALENCE OF OVERWEIGHT/OBESITY**.
- There is widespread **DENIAL** about being overweight, and **COMPLACENCY** about proactively addressing weight problems.
- The correct way to **MEASURE WAIST SIZE** is **NOT UNDERSTOOD**.
- While there is good understanding of how obesity can spread to family/partner, spread within the **SOCIAL CIRCLE** is vastly **UNDERESTIMATED**.
- **PUBLIC INFORMATION** campaign is **ESSENTIAL**.

