

The Obesity Blame Game

Nielsen Survey Questions	Average (Strongly Agree=5)
• Most people become obese because they eat too much and don't exercise enough	4.05
• Food advertising encourages people to eat foods that have too many calories	4.02
• Food companies should provide healthier, lower calorie foods	3.89
• Obesity in America is due to poor eating habits we pick up as kids or teens	3.89
• The government should do more to encourage people to eat healthier foods	3.23
• Fast food restaurants are to blame for rising obesity rates	3.06
• Healthy meals are more difficult and time consuming to prepare	2.89
• If a person's parents are overweight he or she will be overweight too	2.84
• Even if I read the nutritional information on food packages, I still can't tell whether it's healthy or not	2.75
• I can't find healthy low calorie products at my usual grocery store	2.24

Source: 2008 NielsenHealth/Homescan Survey