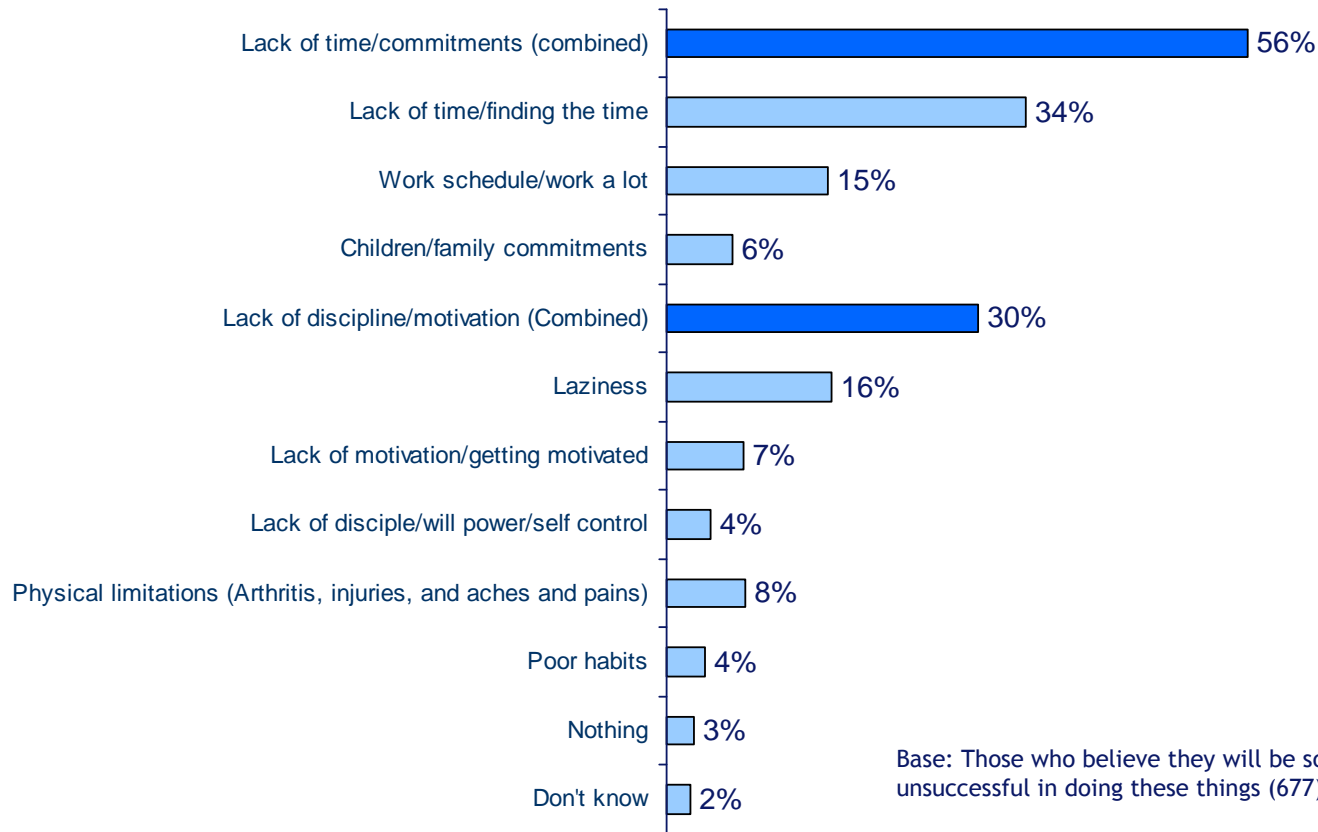


Lack of Time and Discipline Prevent Many Americans from Exercising Regularly

Q. What will prevent you from being more successful in exercising regularly/getting into better shape?

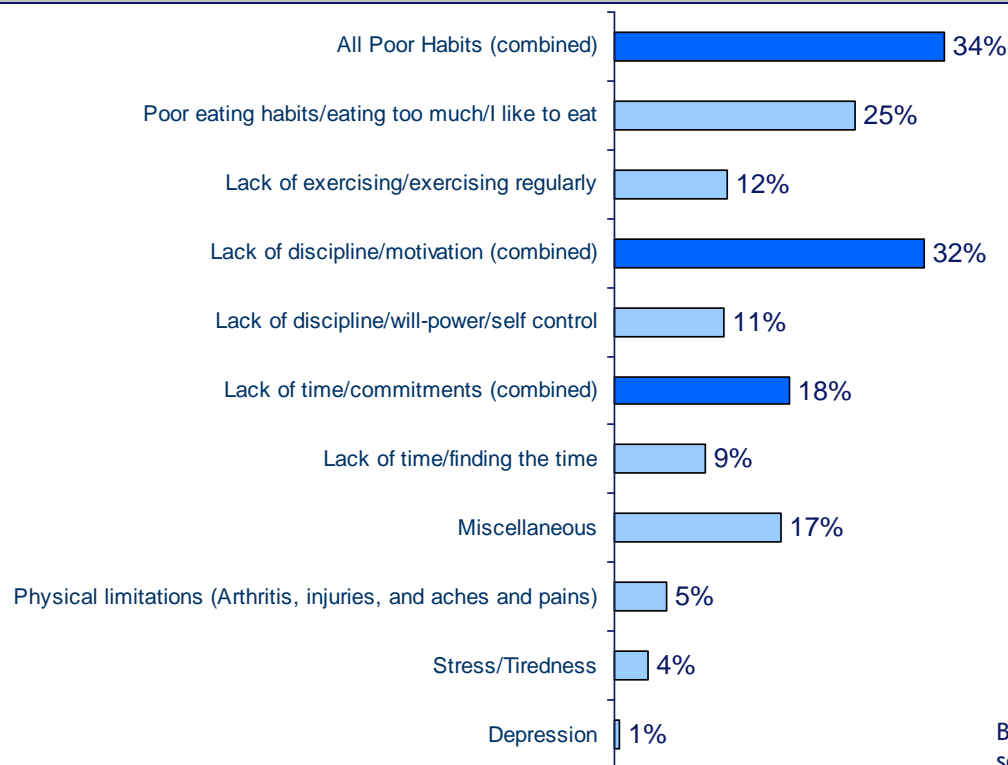


Base: Those who believe they will be somewhat successful/ somewhat/very unsuccessful in doing these things (677)

The answers above are from an open ended question. Each open-ended answer is assigned to one or more categories based on topics or themes mentioned. Because a single answer may be placed in more than one category, percentages do not usually add to 100%. Categories marked "combined" contain the percentage of respondents who mentioned one or more of several, related reasons. Categories with less than 2% of responses were omitted. The sampling error is +/- 3%.

When it Comes to Losing Weight, Many Americans Blame Themselves for Failure

- When asked why they won't be more successful at losing weight, 34% of Americans cite their own poor habits and 32% cite lack of discipline or motivation.
- While lack of time is a bigger barrier to exercising more, it is less often a barrier to weight loss (18% cite it as a barrier to successful weight loss).



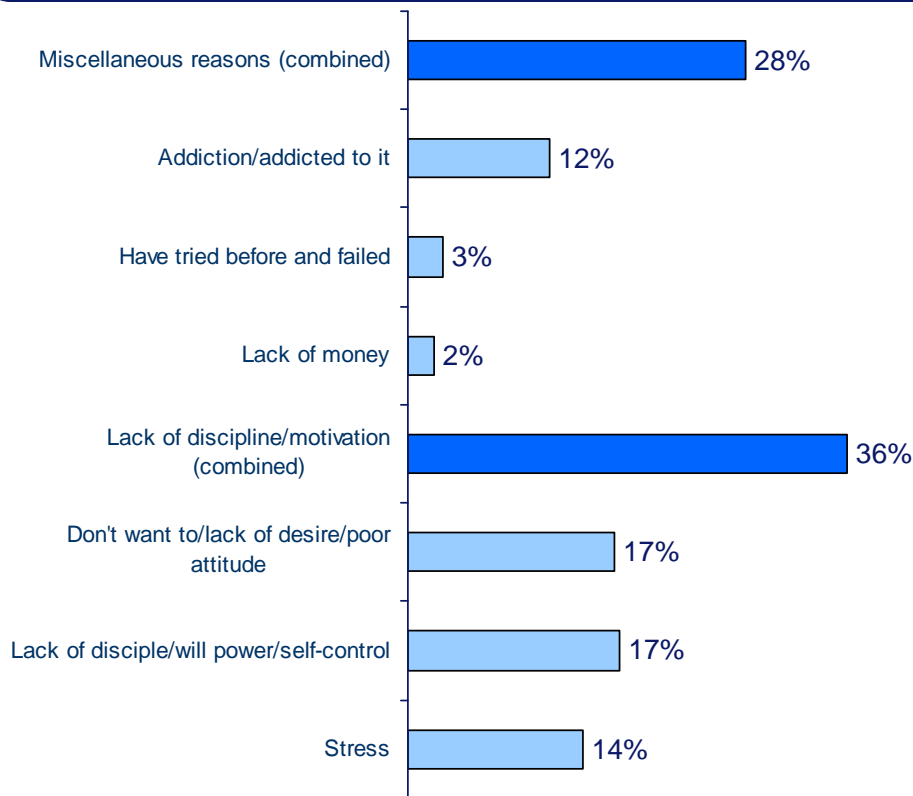
Q. What will prevent you from being more successful in losing weight?

Base: Those who believe they will be somewhat successful/somewhat/very unsuccessful in doing these things (286)

The answers above are from an open ended question. Each open-ended answer is assigned to one or more categories based on topics or themes mentioned. Because a single answer may be placed in more than one category, percentages do not usually add to 100%. Categories marked "combined" contain the percentage of respondents who mentioned one or more of several, related reasons. Categories with less than 2% of responses were omitted. The sampling error is +/- 3%.

Smokers Blame Themselves and Their Level of Stress When They Can't Quit

- When asked why they won't be more successful at stopping smoking, 36% of those who feel it is important to quit say lack of discipline or motivation is a barrier.
- 14% cite stress as a barrier, and 12% cite addiction.



Q. What will prevent you from being more successful in stopping smoking?

Base: Those who believe they will be somewhat successful/somewhat/very unsuccessful in doing these things (142)

The answers above are from an open ended question. Each open-ended answer is assigned to one or more categories based on topics or themes mentioned. Because a single answer may be placed in more than one category, percentages do not usually add to 100%. Categories marked "combined" contain the percentage of respondents who mentioned one or more of several, related reasons. Categories with less than 2% of responses were omitted. The sampling error is +/- 3%.