

Roughly 4 in 10 of Us Say We Regularly Walk At Least A Mile

Question: When it comes to physical exercise and activity, would you say you are very active, moderately active, or not very active?

Source: Surveys by the Roper Organization (Roper Reports 98-2).

	1998	1996	1994	1992	1988	1982
Very active	18%	20%	19%	21%	18%	22%
Moderately active	47	46	44	45	49	45
Not very active	34	34	37	33	33	32

Question: Which of these things, if any, do you do fairly regularly...?

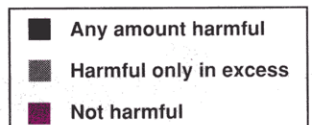
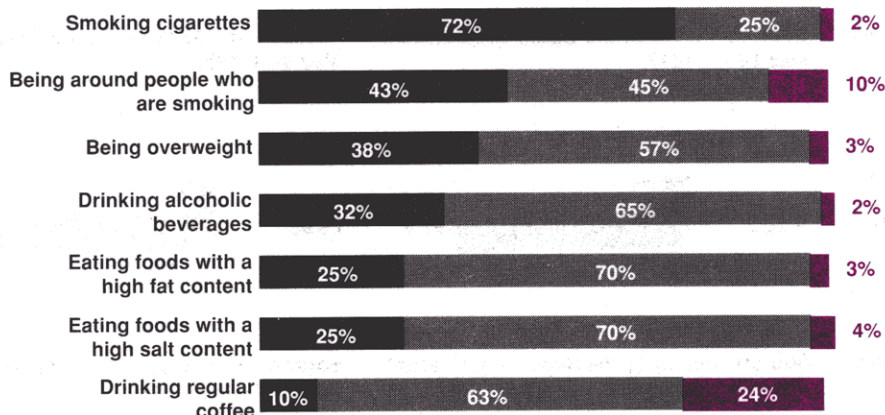
	1998	1996	1994	1992	1988	1982
Walk a mile or more at a time	46 %	34 %	35 %	32 %	37 %	33 %
Exercise on your own	22	25	19	21	23	30
Swim	12	9	9	7	13	14
Job	10	8	9	9	9	13
Play golf	9	7	7	6	7	6

1998	18-29	30-44	45-59	60+
Exercise/Calisthenics with a group	9 %	5 %	4 %	4 %
Exercise/Calisthenics on own	27	22	22	15
Aerobic dancing	7	4	1	1
Swim	17	15	11	5
Walk a mile or more at a time	42	46	54	39
Jog	19	9	7	3
Play golf	10	10	9	7
Play tennis	6	5	4	2
Play some other active sport	39	25	12	6
None	20	26	29	46

Source: Surveys by the Roper Organization (Roper Reports 98-2).

Threats to Good Health: Smoking is #1

Question: ...[H]ere are some things that people have said are bad for your health. Not everyone agrees that these things are harmful to health. For each one... [do] you think any amount of it is harmful to health, or only harmful if you do it to excess, or not really harmful at all?



Source: Surveys by the Roper Organization (Roper Reports 98-3).

Eating and Health: "Mostly I Eat What I Want"

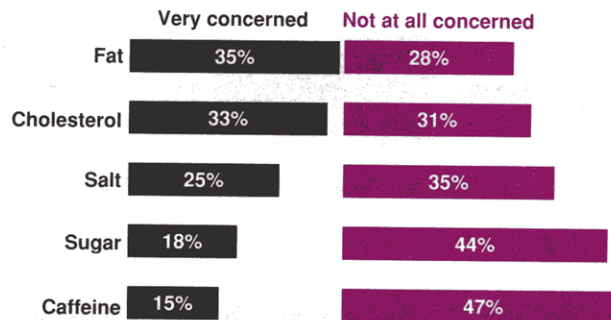
Question: When it comes to the amount and kinds of food you eat, which of these statements best describes your current eating habits?

	1997	1996	1994	1991	1987	1983	1977
I am on a diet under a doctor's supervision	6%	5%	5%	7%	8%	6%	9%
I follow a planned diet, but not under a doctor's supervision (Weight Watchers, protein diet plan, Atkins diet, etc.)	4%	3%	5%	4%	5%	5%	5%
I don't follow any planned diet, but I tend to watch the amount and kinds of food I eat	32%	28%	26%	31%	34%	38%	36%
I eat pretty much whatever I want to	58%	62%	64%	57%	52%	51%	49%

Source: Surveys by the Roper Organization (Roper Reports 98-2).

A Third Say They're Very Concerned About the Amount Of Fats and Cholesterol in Their Diets

Question: ...[Here is a list of some different food or beverage ingredients that some people are concerned about in terms of their health or physical well-being. For each one... how concerned [are] you personally about the amount you use of each of them—very concerned, somewhat concerned, or not at all concerned?



	Less than HS	HS Grad	Some College	College Grad
Sugar				
Very concerned	20%	16%	18%	20%
Somewhat concerned	26	38	36	34
Not at all concerned	48	43	43	43
Don't use (vol.)	6	3	1	3
Salt				
Very concerned	24%	26%	26%	24%
Somewhat concerned	31	36	37	44
Not at all concerned	40	35	34	30
Don't use (vol.)	4	3	3	2

	Less than HS	HS Grad	Some College	College Grad
Cholesterol				
Very concerned	31%	32%	34%	35%
Somewhat concerned	27	34	40	40
Not at all concerned	39	33	25	25
Don't use (vol.)	1	1	1	--
Caffeine				
Very concerned	13%	13%	16%	17%
Somewhat concerned	29	33	35	37
Not at all concerned	52	50	43	43
Don't use (vol.)	4	4	4	3
Fat				
Very concerned	25%	32%	39%	43%
Somewhat concerned	33	36	37	38
Not at all concerned	40	29	24	18
Don't use (vol.)	1	2	--	--

Source: Surveys by the Roper Organization (Roper Reports 98-4).