

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

The financial weight of obesity

SAMPLE: 2,000 Americans actively trying to lose weight

SPLITS: Age, gender and region

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 18**]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[**TERMINATE if age and birth year do not align +/- 1 year**]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Screener Questions:

SQL. Which of the following are you in the active process of doing? [select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Losing weight **[CONTINUE]**
- b. Maintaining my current weight
- c. Gaining weight or building muscle
- d. Improving overall fitness
- e. Improving my diet or eating habits
- f. Managing health conditions
- g. None of the above **[EXCLUSIVE]**

Survey Questions:

1. To what extent do you agree or disagree with the following statement? "I'm trying to lose weight as part of my New Year's resolution." [Select one]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

2. [SHOW IF Q1 = A OR B] How much weight are you trying to lose? [Select one]

1. *1 – 5lbs*
2. *6 – 10lbs*
3. *11 – 20lbs*
4. *21 – 30lbs*
5. *31 – 40lbs*
6. *41 – 50lbs*
7. *More than 50lbs*
8. *Unsure/undecided*

3. What are you doing to help manage and lose weight? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

1. Making changes to my diet
2. Rigorous increase in exercise
3. Casual increase in exercise
4. Taking prescribed medications for weight loss
5. Seeking therapy
6. Joining support groups
7. Tracking my progress
8. Other (please specify)

4. How long do you think it will take you to get to your target weight and BMI? [Select one]

- a. *Less than 1 month*
2. *1 – 3 months*
3. *4 – 6 months*
4. *7 – 12 months*
5. *More than 12 months*
6. *Unsure*

5. How likely or unlikely do you think you'll be able to stay at your target weight and BMI? [Select one]

1. Very likely
2. Somewhat likely

3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

6. **[SHOW IF Q5 = A OR B] How long do you think you'll be able to stay at your target weight and BMI? [Select one]**

1. *Less than 1 month*
2. *1 – 3 months*
3. *4 – 6 months*
4. *7 – 12 months*
5. *More than 12 months (1 year)*
6. Unsure

7. **[SHOW IF Q5 = D OR E] How long do you think it would take for your weight to return if you were not able to stay at your target weight and BMI? [Select one]**

1. *Less than 1 month*
2. *1 – 3 months*
3. *4 – 6 months*
4. *7 – 12 months*
5. *More than 12 months (1 year)*
6. Unsure

8. Within the past 10 years, how many times have you tried to lose weight but did not reach your target weight and BMI? [Select one]

a. 0 times

b. 1 – 2 times

c. 3 – 5 times

d. 6 – 10 times

e. 11 – 20 times

f. 21 – 50 times

g. 51 – 100 times

h. More than 100 times

i. I've lost count

j. Unsure/can't recall

9. [SHOW IF Q8 = B – I] What, if anything, have you learned from the times you did not reach your target weight and BMI? [Select one]

1. [Free response]

2. Prefer not to answer

10. What, if anything, are you planning to do differently this year to make sure you reach your target weight and BMI? [Select one]

1. [Free response]

2. Prefer not to answer

11. How much weight, if any, have you gained in the past three years? [select one]

1. *0lbs (none)*
2. *1 – 5lbs*
3. *6 – 10lbs*
4. *11 – 15lbs*
5. *16 – 20lbs*
6. *21 – 30lbs*
7. *31 – 40lbs*
8. *41 – 50lbs*
9. *More than 50lbs*
10. *Unsure/can't recall*

12. [SHOW IF Q11 = B – I] What, if anything, have you had to spend more money on as a result of gaining weight in the past three years? [SELECT ALL APPLY] [RANDOMIZE, ANCHOR LAST 2]

1. Groceries
2. Prescription medication
3. Medical expenses (i.e., doctor/hospital visits)
4. Larger-sized clothing (i.e., big and tall, X sizes, etc.)
5. Replacing clothes that I don't fit into yet

6. Gym memberships or fitness program
7. Fad diets
8. Eating out/ Fast food
9. Supplements
10. Health cleanses
11. Social media
12. Other (please specify)
13. Unsure/can't recall [EXCLUSIVE]

13. **To what extent do you agree or disagree with the following statement? "I feel like there is a financial 'weight tax' or extra costs associated with being overweight." [SELECT ONE]**

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

14. **How much time in a typical week do you spend managing your weight in each of the following categories? [select one grid]**

[GRID] RANDOMIZE

1. Meal prep
2. Exercise
3. Appointments (i.e., doctor, nutritionist. Trainer)

4. Health tracking (i.e., apps, logging, weighing. Etc)
5. Grocery shopping

[GRID BY]

1. *{SLIDER; 1 – 168 hours} [increments of 1] [left label 1 hour or less | right label 168 hours]*
2. Unsure/can't recall
3. N/A: I don't do this

15. **In 2025, how much money did you spend on each of the following specifically as part of your weight management, health, or lifestyle habits? [select one grid]**

[GRID] RANDOMIZE

1. Groceries
2. Prescription medication
3. Medical expenses (i.e., doctor/hospital visits)
4. Specialty clothing (i.e., big and tall, X sizes, etc.)
5. Gym memberships
6. Fad diets
7. Fast food

[GRID BY]

1. *{SLIDER; \$0 – \$10,000} [INCREMENTS OF 100] [left label \$0 | right label \$10,000]*
2. Unsure/can't recall
3. N/A: I don't spend any money on this thing

16. **How much money do you think you'll spend on each of the following categories in 2026 to achieve your weight and health goals? [select one grid]**

[GRID] RANDOMIZE

1. Groceries
2. Medication
3. Medical expenses (i.e., doctor/hospital visits)
4. Specialty clothing (i.e., big and tall, X sizes, etc.)
5. Gym memberships
6. Fad diets
7. Fast food

[GRID BY]

1. *{SLIDER; \$0 – \$10,000} [INCREMENTS OF 100]
[left label \$0 | right label \$10,000]*
2. Unsure/can't recall
3. N/A: I don't spend any money on this thing

17. **How much money do you think you would save per month once you've reached your weight goal? [select one]**

1. \$0 (no savings)
2. \$1 – \$50
3. \$51 – \$100
4. \$101 – \$250
5. \$251 – \$500
6. \$501 – \$1,000

7. More than \$1,000

8. Unsure

18. **[HIDE IF Q17 = UNSURE] Where do you believe the majority of these savings would come from?**

[select all that apply] RANDOMIZE. ANCHOR LAST 2

1. Lower healthcare costs (i.e., few doctors visits)

2. Lower medication costs

3. Buying fewer fast food meals

4. Buying fewer specialty clothing items (i.e., extended sizes)

5. Buying fewer new clothing items

6. Reduced grocery spending

7. Reduced costs from fitness/diet attempts

8. Other (please specify)

9. I'm not sure [EXCLUSIVE]

19. **What events do you believe you have missed out on in the last few years because of your weight?**

[SELECT ALL APPLY] [RANDOMIZE ANCHOR LAST 2]

1. Social outing with friends (i.e., dinner, parties)

2. Active vacation or trips (i.e., hiking, beach, sightseeing)

3. Formal occasions (i.e., weddings, formal parties, etc.)

4. Dates with potential partners/significant other

5. Family events or gathering
6. Other (please specify)
7. N/A: I haven't missed out on anything because of my weight [EXCLUSIVE]

20. Consider the things you have missed out on in the last few years because of your weight. What amount do you think those things would cumulatively be worth overall? [select one]

- a. \$0
2. *Less than \$500*
3. *\$500 - \$999*
4. *\$1,000 - \$2,499*
5. *\$2,500 - \$4,999*
6. *\$5,000 - \$9,999*
7. *\$10,000 or more*
8. *Unsure*

21. Aside from your actual weight, what other signs would you look at as a sign of your progress to better health? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

1. Going out to eat less often/getting delivery less often
2. Eating smaller portions

3. Ordering appetizers when eating out instead of full entrées
4. Fitting into smaller sized clothes
5. Sleeping better at night
6. Spending less money overall
7. Having more energy during the day
8. Lowering BMI
9. Other (please specify)
10. Nothing in particular [EXCLUSIVE]

22. How easy or difficult do you think it would be for you to save money on things like groceries or clothing if you reached your weight loss and BMI goals? [Select one]

1. Very easy
2. Somewhat easy
3. Neither easy nor difficult
4. Somewhat difficult
5. Very difficult

23. [SHOW IF Q22 = A, B] How do you believe you could save money by reaching your weight loss goal? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

1. Spending less money on groceries that don't support my health

2. Spending less money on fast food
3. Spending less money on eating out/delivery
4. Re-wearing clothes I haven't fit into in years
5. Making clothes last longer/buying clothes less frequently
6. Spending less money on prescription medications that I would have to take as I gain weight (i.e., blood pressure medication, cholesterol medication, etc.)
7. Spending less money on medical expenses (i.e., doctor/hospital visits)
8. Spending less money on unused gym memberships or fitness programs
9. Other (please specify)
10. Unsure [EXCLUSIVE]

24. If you knew you could fit into your favorite clothes by the end of 2026 as long as you stuck with your weight loss and health goals, how motivated would you feel? [Select one]

1. Extremely motivated
2. Significantly motivated
3. Somewhat motivated
4. A little motivated
5. Not motivated at all

25. If you knew you by the end of 20256 you would receive \$5,000 as long as you stuck with your weight loss and health goals, how motivated would you feel? [Select one]

1. Extremely motivated
2. Significantly motivated
3. Somewhat motivated
4. A little motivated
5. Not motivated at all

26. Which would be more motivating for you in the long term? [SELECT ONE]

1. Seeing financial progress (saving money)
2. Seeing physical progress (pounds/BMI/clothes sizes)
3. Both equally
4. Neither

27. In what ways, if any, do you believe there's a bias against people who aren't considered "healthy"? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

1. Junk food/meal size/soda taxes
2. Having to pay more for larger-sized clothing
3. Pop culture/viral trends

4. Jokes/misconceptions
5. Unaccommodating laws/regulations
6. Having to pay more for travel accommodations
7. Other (please specify)
8. Unsure [EXCLUSIVE]