

Table 24.9. Strongest anxiety-provoking elements for obesity: total panel and two-concept response segments

	Total	Segment	
		1	2
<i>Base size</i>	123	58	65
<i>Additive constant</i>	37	42	32
Total panel			
You believe that the food industry will work to help you find the right foods to eat	11	-2	23
You believe a plastic surgeon will help you get through this	9	-10	26
You just can't control the eating . . .	8	12	4
People you work with are affected by your size . . .	7	9	5
Segment 1: Afraid of the issue itself			
You just can't control the eating . . .	8	12	4
People around you are so judgmental . . .	4	10	0
You've added a lot of extra weight . . .	4	9	-1
People you work with are affected by your size . . .	7	9	5
You are uncomfortable because of your weight doing what everyone does naturally . . .	1	8	-5
People look at your body and judge you . . .	1	7	-3
People around you are embarrassed . . .	3	7	0
Segment 2: Afraid of intervention by authorities			
You believe a plastic surgeon will help you get through this	9	-10	26
You believe that the food industry will work to help you find the right foods to eat	11	-2	23
You believe work will help you get through this	-1	-10	7