

# Figures

---

2.1	Americans are eating out more	18
2.2	Obesity in international perspective	19
6.1	Promotion (hot) versus prevention (cool) self-regulation of weight and eating	93
6.2	The weight–lifestyle segmentation framework	96
7.1	Increases in health insurance premiums compared to other indicators, 1988–2005	114
8.1	Predicted and observed obesity prevalence in the USA, 1960–2002	144
8.2	Projected obesity prevalence rates in the USA, 1960–2020	144
8.3	Ratio of obese to all overweight: obese/(preobese + obese)	145
8.4	State efforts to control obesity and state obesity report cards	148
8.5	State efforts to control childhood obesity and state childhood obesity report cards	149
8.6	Number of states proposing obesity control measures, by category	153
9.1	Generic commodity promotion (‘checkoff’) program revenues, 2003	160
9.2	The dairy board’s logo with the dairy weight-loss claim	167
10.1	Symmetry of a tax on the buyer and seller of good $X$	178
10.2	Optimal tax to reduce high-fat food consumption	180
13.1	Obesity trends among adults in the USA (BRFSS, 1991, 1996, 2004)	223
13.2	Simplified web of causation applied to obesity and cardiovascular disease	230
13.3	The life cycle concept	234